



APPROVED

Vice-rector for educational activities

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***Информационные технологии, применяемые в бизнес-анализе
международных компаний / Information technologies in business
analysis of international companies***

Syllabus of the course

| | |
|---------------------------|---|
| Specialty | 38.03.02 Management |
| Specialization | Business management and digital innovations |
| Level of higher education | Bachelor |
| Form of training | Full-time |
| Year of enrolment | 2023 |
| Authored by: | |
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| | | |
|-----------------------|-----|---|
| Total number of hours | 108 | Form of final attestation: Test: semester 8 |
| incl: | | |
| contact work | 36 | |
| self-study | 72 | |
| practical training | 0 | |
| control hours | 0 | |

Hours distribution:

| Semester: | 8 |
|-----------------------------|------------|
| Type of classes | Hours |
| Contact hours | 16 |
| Practical training | 20 |
| Laboratory work | |
| Total contact hours | 36 |
| Self-study | 72 |
| Control hours | 0 |
| Total academic hours | 108 |
| Total credits | 3 |

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1. LEARNING OBJECTIVES

| | |
|-------------------|--|
| Objective: | Formation of students' competencies in the field of information technologies used in the business analysis of international companies. |
|-------------------|--|

2. COURSE PLACE IN THE PROGRAMME STRUCTURE

The discipline B1.V Information technologies in business analysis of international companies refers to the part formed by the participants of educational relations of Block 1.

3. EXPECTED LEARNING OUTCOMES

| Code and name of graduate competence | Code and name of the competence achievement indicator | Expected learning outcomes |
|---|---|--|
| PC-3 – Identification and analysis of risks in IT projects in accordance with the task received | PC-3.2 – Is able to plan work with risks based on a qualitative risk analysis of IT projects in accordance with the task received | <p>To know: market and specific risks, methods of their analysis for making management decisions, including when making decisions for the formation of management decisions of international companies</p> <p>To be able to: analyze changes in the external and internal environment of the organization, identify economic threats and assess their impact on the organization in order to adapt the operational activities of the enterprise.</p> <p>To possess: the skills of risk management and analysis of market and specific risks for making management decisions, including when making decisions for the formation of management decisions of international companies.</p> |

4. COURSE STRUCTURE AND CONTENT

| Code and name of the topics | Course content | Academic hours | | | |
|---|---|----------------|-----------|-----------|------------|
| | | Contact work | | | Self-study |
| | | Lectures | Practices | Workshops | |
| Topic 1. General tasks of business analysis of enterprises. | Business analysis of enterprises. Enterprise management. Administration at the enterprise. | 3 | 4 | | 14 |
| Topic 2. Information technologies used in business analysis of enterprises. | Digital transformation of the enterprise. Digital environment. Information technology. The process of formation and development of modern information technologies at enterprises. Information technologies, their filling with IT products. Correlation of business analysis and information technology. | 4 | 4 | | 14 |

| | | | | | |
|--|---|-----------|-----------|----------|-----------|
| Topic 3. Basic approaches to the business analysis procedure. Domestic and foreign experience. | Existing templates of business analysis procedures. Transformation of business analysis. Features of business analysis in foreign countries. | 3 | 4 | | 14 |
| Topic 4. Risk management and IT: analysis of market and specific risks for management decision-making. | Setting goals and planning, features of risk management at the enterprise, identification of key risk management factors and their monitoring, possible risks of projects and ways to overcome them. | 3 | 4 | | 14 |
| Topic 5. The concept of business analysis of international companies. Technology foresight. | Cloud computing and services, Artificial Intelligence, Machine Learning, Internet of Things, Digital Twins, Big Data Analysis, Blockchain and others. Approaches to the choice of technologies for international business analysis. | 3 | 4 | | 16 |
| Control hours: | | | | | 0 |
| Total hours: | | 16 | 20 | 0 | 72 |

5. TEACHING AND LEARNING TOOLS OF THE COURSE

5.1 Recommended literature

| Bibliographic description of the publication (author, title, type, place and year of publication, number of pages) | Digital resources |
|--|---|
| Business models in the management of sustainable development of enterprises: textbook / A. D. Bobryshev, V. M. Tumin, K. M. Tarabrin [et al.]; under the general editorship of A. D. Bobryshev, V. M. Tumin. — Moscow: INFRA-M, 2021. — 289 p. | https://znanium.com/catalog/document?id=416530 |
| Dolganova, O.I. Modeling of business processes: textbook and workshop for universities / O. I. Dolganova, E. V. Vinogradova, A.M. Lobanova; edited by O. I. Dolganova. — Moscow: Yurayt Publishing House, 2022. — 289 p. | https://urait.ru/bcode/489496 |
| Kuptsova, E.V. Business planning: textbook and workshop for universities / E. V. Kuptsova, A. A. Stepanov. — Moscow: Yurayt Publishing House, 2022. — 435 p. | https://urait.ru/bcode/489327 |
| Morgunov, A.F. Information technologies in management: textbook for universities / A. F. Morgunov. — 2nd ed., reprint. and add. — Moscow: Yurayt Publishing House, 2022. — 310 p. | https://urait.ru/bcode/489923 |
| Gromov, A.I. Business process management: modern methods: monograph / A. I. Gromov, A. Fleishman, V. Schmidt; edited by A. I. Gromov. — Moscow: Yurayt | https://urait.ru/bcode/489237 |

5.2 List of software (including national production)

- 7-Zip
- LibreOffice
- ОС АЛТ образование 10

5.3 List of reference systems and modern professional databases

| № | Name of reference systems and professional databases |
|-----|---|
| 1. | Digital library Grebennikon.ru – www.grebennikon.ru |
| 2. | Science Digital Library eLIBRARY – www.elibrary.ru |
| 3. | Science Digital Library КиберЛеника – www.cyberleninka.ru |
| 4. | Database ПОЛПРЕД Справочники – www.polpred.com |
| 5. | Database OECD Books, Papers & Statistics on the platform OECD iLibrary www.oecd-ilibrary.org |
| 6. | Legal reference system КонсультантПлюс (installed resource UNECON or www.consultant.ru) |
| 7. | Legal reference system «ГАРАНТ» (installed resource UNECON or www.garant.ru) |
| 8. | Information and referral system «Кодекс» (installed resource UNECON or www.kodeks.ru) |
| 9. | Digital library system BOOK.ru - www.book.ru |
| 10. | Digital library system ЭБС ЮРАЙТ – www.urait.ru |
| 11. | Digital library system ЗНАНИУМ (ZNANIUM) – www.znanium.com |
| 12. | Digital library UNECON – opac.unecon.ru |

6. TECHNICAL FACILITIES

There are special rooms for lectures, seminars, coursework, group and individual consultations, current and interim assessments, as well as rooms for self-study.

The premises are equipped with equipment and teaching aids.

The rooms for students' independent work are equipped with computers with Internet connection and access to the university's electronic learning environment.

| Name of classroom | Classroom location |
|---|---|
| Classroom 2009 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 122 seats (study table 61 pcs., chairs 122 pcs.), the teacher's workplace, desk m/m, drawer 1 pc, chalk board 1 pc (3 sections), chair 1 pc, drawer 1 pc, chair 1 pc, Chair 2 pcs., Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, Sound projector Yamaha YSP-3000 - 1 pc, Projector stand with camera decks - 1 pc, Projection screen draper - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, Screen Media D1 ceiling bracket - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |

| | |
|---|---|
| Classroom 2011 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 118 seats, teacher's workplace, desk - 1 pc, chalk board (3 sections) - 1 pc, marker board - 1 pc, desk - 1 pc, drawer - 1 pc, chair - 3 pcs., Computer Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, ScreenMedia Champion 244x183cm SCM-4304 - 1 pc, Panasonic PT-VX610E multimedia projector - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2028 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 44 seats, teacher's workplace, chalk board (one section) - 1 pc, chair - 1 pc, table - 1 pc, chair - 3 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2045 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 78 seats, teacher's workplace, chalk board (3 sections) - 1 pc, chair - 1 pc, chairs - 2 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2052 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 88 seats, teacher's workplace, chalk board (3 sections) - 1 pc, desk - 1 pc, table - 2 pcs, chair - 2 pcs, Computer Intel i3-2100 2.4 Ghz/500/4/Acer V193 19" - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, ScreenMedia Champion 244x183cm SCM-4304 motorized screen - 1 pc, MW Cinerollo 200*200cm manual spring loaded screen - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2060 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 82 seats, a teacher's workplace, chalk board (3 sections) - 1 pc., chair - 1 pc., table - 1 pc., chair - 2 pcs., Computer Intel i3-2100 2.4 Ghz/500/4/Acer V193 19" - 1 pc., Multimedia projector Panasonic PT-VX610E - 1 pc., Screen with electric drive ScreenMedia Champion 203x153cm (SCM-4303) - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2061 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 80 seats, teacher's workplace, table - 1 pc, chalk board (3 sections) - 1 pc, pulpit - 1 pc, chairs - 2 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2023 Computer room (for practical classes, course design (coursework) using computer technology), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 48 seats, teacher's workplace (computer desk - 1 pc.), wheeled marker board - 1 pc, 3 sectional marker board - 1 pc, desk - 1 pc, iso chair - 7 pcs, chair -1 pc, blinds - 3 pcs., Computer i5- | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |

| | |
|--|---|
| 8400/8GB/500GB_SSD/Viewsonic VA2410-mh -34 pcs, Switchboard Cisco Catalyst 2960-48PST-L (including SmartNet Service Contract CON-SNT-2964STL) - 1 pc, Wi-Fi Access Point Type1 UBIQUITI UAP-AC-PRO - 1 pc, NEC M350 X projector - 1 pc, Local Area Network Switch (48 ports) Cisco WS-C2960+48PST-L - 1 pc, ProCurve Switch 2626 - 1 pc, Intel pentium x2 g3250 computer /500gb / philips 21.5' monitor - 1 pc, Ubiquiti IP video camera - 1 pc, Wireless access point/UNI FI AP PRO/Ubiquiti - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | |
| Classroom 2034 Computer room (for practical classes, course design (coursework) using computer technology), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 25 seats, teacher's workplace (table 1pc., chair 1pc.), marker board 1pc, Rack hanger 2pcs, chairs 3pcs.Computer I5-7400/8Gb/1Tb/DELL S2218H - 21pcs, Network switch Cisco WS-C2960-48TT-L (Catalyst2960) 48-ports 10/100Mbps+2p - 1 pc, Switchboard Cisco Catalyst 2960 24 WS-C2960-24PC-L - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |

7. METHODOLOGICAL GUIDELINES FOR STUDENTS

The following documents should be made available to the trainee before the start of the course:

- training and methodological documentation;
- local normative acts regulating the main issues of the organisation and implementation of educational activities, including those regulating the procedure for current monitoring and interim assessment of students;
- the schedule of consultations of the teaching staff.

The level and depth of mastering the discipline is determined by the active and systematic work of students in lectures, seminars, independent work, including in terms of identifying the most significant and relevant problems for further study. A special condition for qualitative mastering of the discipline is an effective organisation of work, which allows distributing the academic workload evenly in accordance with the schedule of the educational process.

When preparing for classes, students have the opportunity to attend consultations with the staff of UNECON according to the timetable set out in the schedule of consultations.

The students' in- and out-of-classroom work should aim to form:

- the fundamentals of the learner's world view and scientific understanding;
- basic knowledge relevant to the training area and the declared professional field, forming the target and professional basis for training;
- professional competences oriented towards the needs of the labour market;
- an individual trajectory by mastering a unique set of professional competences that complement the learner's competence model, through a focus on specific professional specialised areas of knowledge defined by labour market representatives;

- meta-skills for learners, such as teamwork and leadership, data analysis, digital skills, project design and implementation, intercultural interaction.

8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS

Students with disabilities, if necessary, are taught on the basis of an adapted work programme using special teaching methods and didactic materials that take into account the particularities of their psychophysical development, individual capacities and health status.

In order for disabled persons and persons with disabilities to master the curriculum, the University shall ensure that:

- for the visually impaired and visually impaired: availability of information on the timetable in accessible places and adapted forms for learners who are blind or visually impaired; presence of an assistant to assist the learner as needed; production of alternative formats of teaching materials (large print or audio files);
- for the hearing-impaired and hearing-impaired: adequate sound reproduction of information;
- for persons with disabilities and persons with mobility impairments: the possibility of unimpeded access for students to classrooms, restrooms and other areas of the department, as well as their stay in these areas.

Learners with disabilities and persons with disabilities are provided with printed and/or electronic educational resources in forms adapted to their disabilities. The education of students with disabilities may be organised with other students or in separate groups or organisations.

ASSESSMENT RESOURCES

1.1 Control tasks and assignments for interim attestation

Is not provided by the work programme of the discipline.

1.2 Topics for written task

Is not provided by the work programme of the discipline.

1.3 Interim checkpoints

| Number | Type | Method of conduct | Topic number |
|--------|---------------------------------|--|--------------|
| 1 | Information and analytical work | with the help of technical means and information systems | 1-2 |
| 2 | Information and analytical work | with the help of technical means and information systems | 3-5 |
| 3 | Monitoring | with the help of technical means and information systems | 1-5 |

1.4 Other assessment objects

Is not provided by the work programme of the discipline.

1.5 Self-study

| Name of self-study | Topic number |
|--|--------------|
| Preparation for lectures and practical classes | 1-2 |
| Preparation for lectures and practical classes | 3-5 |

1.6 Grading scale

Scales of assessment and procedures for assessing learning outcomes of the discipline are regulated by the Regulations on the current control of progress and interim attestation of students in higher education programmes and the Regulations on the scoring and rating system.

A grading and rating system is used to assess the learning outcomes of the discipline:

The form of final control in the discipline is a credit, the final result is formed in accordance with the scale given below in the table:

| Points | Grade |
|--------|------------|
| <55 | Not passed |
| >=55 | Passed |

Grading scale

| | |
|-------------------|---|
| 2 (points to 54) | Demonstrates a lack of understanding of the problem. Many of the requirements of the assignment are not met. An initial perception of the material is demonstrated. The work is incomplete and/or plagiarised. |
| 3 (points 55-69) | Demonstrates a partial understanding of the problem. Most of the requirements of the task have been met. Mastery of the elements of the assigned material. The material is mostly clear and coherent. |
| 4 (points 70-84) | Demonstrates considerable understanding of the issue by the discipline. All requirements of the assignment are fulfilled. The content of the completed tasks is disclosed and examined from different perspectives. |
| 5 (points 85-100) | Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled. Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity. |