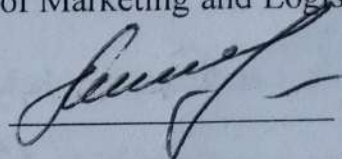


MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY NATIONAL AGRARIAN UNIVERSITY

Marketing and logistics Department

APPROVED BY
Head of Marketing and Logistics Department



Lyshenko M.O.

“ 26 ” 06 2020y.

SYLLABUS OF THE EDUCATIONAL DISCIPLINE

III 11. Analysis of economic activity

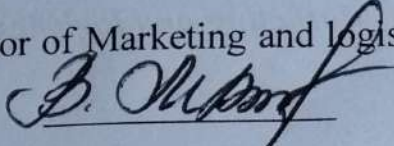
Specialty: 073 “Management”

Educational program: 073 “Management”

Faculty: Economics and Management

2020-2021 academic year

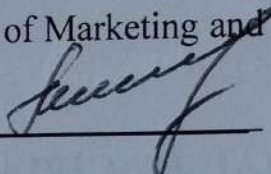
Syllabus of the educational discipline «Analysis of economic activity» for students specialty 073 "Management", field of knowledge 07 Management and Administration

Compiled by: PhD, Assistant professor of Marketing and logistics Department
Makarova Victoria 

Syllabus endorsed by Marketing and logistics Department

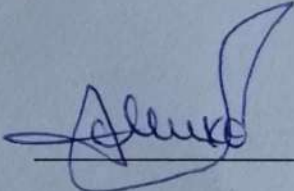
Protocol № 15 from 26.06 2020

Head of Marketing and logistics Department

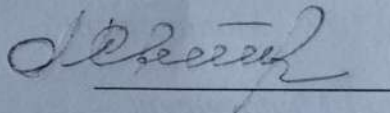

Lyshenko M. O.

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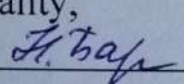
Garant of the educational and professional program


Andriy Mykhaylov

Dean of the Faculty


Nataliia Strochenko

Methodist of the Department of Education quality, licensing and accreditation


Olena Selezhen

Registered in the electronic database: date: 14.07. 2020y.

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1. Description of the discipline

Indicators	Direction of training, education level	Characteristics of discipline
		daily form
Amount of credits - 4	Field of knowledge: 07 Management and Administration	<i>Normative</i>
	Specialty 073 Management	
Modules– 2		Year of training:
Content modules: 3		2020-2021
Individual task:		Course
		4
Total amount of hours - 120		Semester
	7	
Hours for week: classes – 4 individual work - 4	Educational degree: <i>bachelor</i>	Lectures
		30 hours
		practical classes
		30 hours
		laboratory
		-
		Individual work
60 hours		
		Individual tasks:
		-
		Type of control: <i>Credit test</i>

Ratio amount of hours of classes to individual work (%):

For daily form – 50.0/50.0 (60/60)

2. The purpose and tasks of the discipline

2.1 The purpose of studying the discipline: to obtain knowledge, ability and skills of analyzing production efficiently, reasoned conclusions and suggest ways to improve the activity, to help students understand the issues of economic analysis; provide them with the necessary theoretical knowledge and practical skills to solve different situations that arise in enterprises; provide objective evaluation of management, to teach students to deeply understand the essence of economic phenomena and processes, output strategy and tactics of the company.

2.2 Tasks of the discipline: mastering modern techniques of economic analysis; providing theoretical knowledge and practical skills and abilities to analyze economic activity, determining reserves to improve production efficiency

The study of the discipline "*Analysis of economic activity*" involves the formation of students' competencies:

№	Type of program competencies	Program competence	Code
1	General	Ability to think abstractly, analyze, synthesize, and establish relationships between socioeconomic phenomena and processes.	3K 1.
2		Skills in the use of information and communication technologies to search, process, analyze and use information from various sources.	3K 4.
1	Professional (special)	Ability to analyze the results of the organization, compare them with the factors of external and internal environment, to determine the prospects for the development of the organization.	ΦK 2.
2		Ability to analyze and structure the problems of the organization, to form sound decisions.	ΦK 9.

2.3 Program learning outcomes

Because of studying the discipline, "*Analysis of economic activity*" the student must be able to demonstrate the following learning outcomes:

№	Program learning outcomes	Code
1	Demonstrate skills to identify problems and justify management decisions.	ΠPH 4.
2	Demonstrate skills of search, collection and analysis of information, calculation of indicators to substantiate management decisions.	ΠPH 6.
3	Identify skills of mastering standard methods of analysis and evaluation of indicators of development of management facilities in the implementation of programs of sustainable development and sustainable use of nature.	ΠPH18.

3.THE PROGRAM OF THE COURSE

Module 1.

Content module 1. Theoretical basis of the analysis of economic activity

Theme1. The role of analysis in the enterprise management system

Enterprise management system: characteristics, composition and interrelation of functions. Concept of analysis of economic activity: objects, goal, functions, role and tasks. Principles of analysis of economic activity. Interconnection of managerial decisions and analysis of economic activity. Technology of making managerial decisions based on the results of analysis of economic activity.

Theme2. Organizational and informational support for the analysis

Organization of analytical work at the enterprise. Stages of the analysis of economic activity in the enterprise. System of economic information and its features. Process of providing information and requirements to it. Classification of information support for the analysis of economic activity. Characteristics of the main sources of information support analysis of economic activity.

Theme3. Methodical techniques of analytical research and their classification

Essence, content and features of the techniques and methods of analysis of economic activity. Classification of methods of analytical research. Characteristic of mathematical methods and techniques of analytical researches. Characteristic of heuristic methods.

Theme4. Techniques and methods for evaluating enterprise activity

Essence and characteristic of deterministic factor systems. Essence and characteristic of deterministic factor analysis. General description of the methods of integrated assessment. Techniques of optimization of indicators

Content module 2. Analysis of the economic activity of the different enterprises and its results

Theme 5. Analysis of crop production

Analysis of implementation the plan in crop production. Analysis the factors which impact on crop production. Analysis of crop yield and factors that impact on it. Analysis of gross harvest and factors that impact on it. Analysis of agricultural production and its commercialization. Reserves of increasing of crop production.

Theme6. Analysis of Livestock production

Analysis of animal's productivity. Analysis the level of animal feed and feed use. Reserves of increasing of livestock production.

Theme7. Analysis of restaurant business

The essence of the restaurant business and factors that impact on it. Types and classes of restaurants. Revenue and Cost Structure. Stages of analysis of restaurant business.

Theme8. nalysis of economic activity of hotel industry companies

The concept of Hotel industry analysis. Analysis of factors influencing Hotel industry. Models of Ownership. Revenue and Cost Structure. Hotels Classification. Product lines and consumer behavior.

Theme9. Analysis of economic activity of tourism companies

The features of the tourism industry. Tourism and the Economy in general. PEST analysis of tourism companies. Revenue and Cost Structure. Key economic indicators for the tourism industries

Theme10. Analysis of business process of the company

Analysis of the process of supply of material resources to the enterprise. Analysis of production process, assortment and quality of products. Analysis of rhythmicity of production. Analysis of realization of products. Analysis of settlements with buyers of finished products. Reserves of increasing of production volumes and sales.

Theme11. Analysis of commercial banks

Features and content of the analysis of commercial banks. Analysis of the financial condition of the borrower: company or private entrepreneur. Analysis of economic activity of bank. Comparative interbank analysis

Module 2.

Content module 3.

Theme12. Investment analysis

Investment Analysis Meaning. Evaluating Risk in Investment. The important factors in investment analysis. Methods and tools for investment analysis

Theme13. Analysis of profitability.

Concept of profitability. Profit and profitability. Profitability ratios. Analysis of the profitability of an enterprise using the DuPont model. Analysis of Financial Returns. Discrete and Continuous Time Notation. Portfolio Holdings and Portfolio Weights. Profit and Loss. Percentage and Log Returns. Discrete and Continuous Compounding in Discrete Time. Period Log Returns in Discrete Time. Return on a Linear Portfolio.

Theme14. Cost Volume Profit (CVP) Analysis

The essence of CVP- analysis. Contribution, break-even point, target profit and margin of safety. Assumptions in CVP Analysis. Decision making Using Information about Revenues and Costs. Profit Equation and Contribution Margin. CVP Analysis in Units. CVP Analysis in Revenues. CVP for Multiple Products. CVP Calculations for a Sales Mix. CVP Sensitivity Analysis. Planning, Monitoring, and Motivating with CVP.

Theme15. Forecasting of enterprise activity and optimization of its indicators

Essence, significance and tasks of forecasting the development of the enterprise. Methods of forecasting enterprise development. Search and analysis of potential business opportunities. Methodology for assessing the potential of the enterprise. Optimization of enterprise profit value

4. Structure of the course

Numbers and names of themes	Amount of hours					
	daily form					
	total	including				
l		p	l	in	iw	
Module 1.						
Content module 1. Theoretical basis of the analysis of economic activity						
Theme1. The role of analysis in the enterprise management system	14	2	2		10	
Theme2. Organizational and informational support for the analysis	14	2	2		10	
Theme3. Methodical techniques of analytical research and their classification	4	2	2			
Theme4. Techniques and methods for evaluating enterprise activity	4	2	2			
Total for module 1	36	8	8		20	
Content module 2. Analysis of the economic activity of the different enterprises and its results						
Theme 5. Analysis of crop production.	4	2	2			
Theme6. Analysis of livestock production.	4	2	2			
Theme7. Analysis of restaurant business.	4	2	2			
Theme8. Analysis of economic activity of hotel industry companies.	4	2	2			
Theme9. Analysis of economic activity of tourism companies	4	2	2			
Theme10. Analysis of business process of the company.	14	2	2		10	
Theme11. Analysis of commercial banks	4	2	2			
Total for module 1	38	14	14		10	
Module 2.						
Content module 3.						
Theme12. Investment analysis	4	2	2			
Theme13. Analysis of profitability.	14	2	2		10	
Theme14. Cost Volume Profit (CVP) Analysis.	14	2	2		10	
Theme15. Forecasting of enterprise activity and optimization of its indicators	14	2	2		10	
Total for module 2	46	8	8		30	
Total	120	30	30		60	

5. Themes of lectures and their plans

№	Names of themes	Amount of hours
		daily form
1	Theme1. The role of analysis in the enterprise management system 1. Enterprise management system: characteristics, composition and interrelation of functions	2

	<ol style="list-style-type: none"> 2. Concept of analysis of economic activity: objects, goal, functions, role and tasks. 3. Principles of analysis of economic activity 	
2	<p>Theme2. Organizational and informational support for the analysis</p> <ol style="list-style-type: none"> 1. Organization of analytical work at the enterprise 2. Stages of the analysis of economic activity in the enterprise 3. System of economic information and its features 4. Process of providing information and requirements to it 	2
3	<p>Theme3. Methodical techniques of analytical research and their classification</p> <ol style="list-style-type: none"> 1. Essence, content and features of the techniques and methods of analysis of economic activity 2. Classification of methods of analytical research 3. Characteristic of mathematical methods and techniques of analytical researches 4. Characteristic of heuristic methods 	2
4	<p>Theme4. Techniques and methods for evaluating enterprise activity</p> <ol style="list-style-type: none"> 1. Essence and characteristic of deterministic factor systems 2. Essence and characteristic of deterministic factor analysis 3. General description of the methods of integrated assessment 4. Techniques of optimization of indicators 	2
5	<p>Theme 5. Analysis of crop production.</p> <ol style="list-style-type: none"> 1. Analysis of implementation the plan in crop production. 2. Analysis the factors which impact on crop production. 3. Analysis of crop yield and factors that impact on it. 4. Analysis of gross harvest and factors that impact on it. 5. Analysis of agricultural production and its commercialization. Reserves of increasing of crop production. 	2
6	<p>Theme6. Analysis of Livestock production.</p> <ol style="list-style-type: none"> 1. Analysis of animal's productivity. 2. Analysis the level of animal feed and feed use. 3. Reserves of increasing of livestock production. 	2
7	<p>Theme7. Analysis of restaurant business.</p> <ol style="list-style-type: none"> 1. The essence of the restaurant business and factors that impact on it. 2. Types and classes of restaurants. 3. Revenue and Cost Structure 4. Stages of analysis of restaurant business. 	2
8	<p>Theme8. Analysis of economic activity of hotel industry companies.</p> <ol style="list-style-type: none"> 1. The concept of Hotel industry analysis 2. Analysis of factors influencing Hotel industry 3. Models of Ownership 4. Revenue and Cost Structure 5. Hotels Classification 6. Product lines and consumer behavior 	2
9	<p>Theme9. Analysis of economic activity of tourism companies</p> <ol style="list-style-type: none"> 1. The features of the tourism industry. Tourism and the Economy in general. 2. PEST analysis of tourism companies. 3. Revenue and Cost Structure 4. Key economic indicators for the tourism industries 	2
10	<p>Theme10. Analysis of business process of the company.</p> <ol style="list-style-type: none"> 1. Analysis of the process of supply of material resources to the 	2

	enterprise 2. Analysis of production process, assortment and quality of products. 3. Analysis of rhythmicity of production. 4. Analysis of realization of products.	
11	Theme11. Analysis of commercial banks 1. Features and content of the analysis of commercial banks 2. Analysis of the financial condition of the borrower: company or private entrepreneur 3. Analysis of economic activity of bank 4. Comparative interbank analysis	2
12	Theme12. Investment analysis 1. Investment Analysis Meaning 2. Evaluating Risk in Investment 3. The important factors in investment analysis 4. Methods and tools for investment analysis	2
13	Theme13. Analysis of profitability. 1. Concept of profitability. 2. Profit and profitability. 3. Profitability ratios. 4. Analysis of the profitability of an enterprise using the DuPont model	2
14	Theme14. Cost Volume Profit (CVP) Analysis. 1. The essence of CVP- analysis. 2. Contribution, break-even point, target profit and margin of safety. 3. Assumptions in CVP Analysis.	2
15	Theme15. Forecasting of enterprise activity and optimization of its indicators 1. Essence, significance and tasks of forecasting the development of the enterprise 2. Methods of forecasting enterprise development 3. Search and analysis of potential business opportunities	2
	Total	30

6. Themes of practical classes

№	Names of themes	Amount of hours
		daily form
1.	Practical class 1. Calculating practical exercises using different methods and techniques of economic analysis	2
2.	Practical class 2. Analysis of crop production.	2
3.	Practical class 3. Analysis of Livestock production.	2
4.	Practical class 4. Analysis of restaurant business.	2
5.	Practical class 5. Economic analysis of the hotel industry.	2
6.	Practical class 6. Tourism industry analysis.	2
7.	Practical class 7. Analysis of the restaurant	2
8.	Practical class 8. Analysis of the hotel	2
9.	Practical class 9. Analysis of economic indicators of the tourism company	2
10.	Practical class 10. Analysis of assortment and quality of products.	2
11.	Practical class 11. Analysis of economic activity of bank	2
12.	Practical class 12. Analysis investment projects	2

13.	Practical class 13. Analysis of the profitability of an enterprise	2
14.	Practical class 14. Analysis of break-even point, target profit and margin of safety	2
15.	Practical class 15. Forecasting enterprise development	2
	Total	30

7. Individual work

№	Names of topics	Amount of hours
		daily form
1	Theme1. The role of analysis in the enterprise management system 1. Interconnection of managerial decisions and analysis of economic activity 2. Technology of making managerial decisions based on the results of analysis of economic activity	10
2	Theme2. Organizational and informational support for the analysis 1. Classification of information support for the analysis of economic activity 2. Characteristics of the main sources of information support analysis of economic activity	10
3	Theme10. Analysis of business process of the company. 1. Analysis of settlements with buyers of finished products 2. Reserves of increasing of production volumes and sales.	10
4	Theme13. Analysis of profitability. 1. Analysis of Financial Returns. 2. Discrete and Continuous Time Notation. 3. Portfolio Holdings and Portfolio Weights. 4. Profit and Loss. Percentage and Log Returns. 5. Discrete and Continuous Compounding in Discrete Time. Period Log Returns in Discrete Time. Return on a Linear Portfolio.	10
5	Theme14. Cost Volume Profit (CVP) Analysis. 1. Assumptions in CVP Analysis. Decision making Using Information about Revenues and Costs. 2. Profit Equation and Contribution Margin. 3. CVP Analysis in Units. CVP Analysis in Revenues. 4. CVP for Multiple Products. CVP Calculations for a Sales Mix. 5. CVP Sensitivity Analysis. Planning, Monitoring, and Motivating with CVP.	10
6	Theme15. Forecasting of enterprise activity and optimization of its indicators 1. Methodology for assessing the potential of the enterprise 2. Optimization of enterprise profit value	10
	Total	60

9. Training methods

1 Methods of teaching by source of knowledge:

1.1 Verbal: story, explanation, lecture.

1.2 Visual: demonstration, illustration, observation.

1.3 Practical: practical work, exercise, production and practical methods.

2 Teaching methods by the nature of the logic of cognition:

2.1 Analytical (essence: the breakdown of the whole into parts in order to study their essential features).

2.2 Synthesis (essence: the connection of the selected elements or properties of the object, the phenomenon into one whole).

2.3 Inductive (essence: the study of objects or phenomena from single to general).

2.4 Deductive (essence: the study of objects or phenomena from general to individual).

3 Teaching methods by the nature and level of independent mental activity of students:

3.1 Problem (software and information)

3.2 Reproductive (essence: the possibility of applying the studied practice)

3.3 Explanatory and demonstrative

4 Active teaching methods

Use of technical teaching aids, simulation teaching methods (based on simulation of future professional activity), use of training and control tests, use of reference notes of lectures and distance learning system Moodle.

5. Interactive learning technologies

Use of multimedia technologies, interactive board Padlet, case-study (method of analysis of specific economic situations), use of interactive methods of knowledge assessment Kahoot.

10. Methods of control

1. Rating control according to the 100-point scale of ECTS assessment
2. Carrying out intermediate control during the semester (intermediate certification)
3. Polycriteria assessment of current work of students:
 - the level of knowledge demonstrated in practical and seminar classes;
 - activity during the discussion of issues raised in class;
 - performance of analytical and calculation tasks;
 - test results;
 - written assignments during tests;
 - production situations, cases, etc.

11. Distribution of points

Current testing and self-study															Individual work	Total for modules and individual	Attestation	Total
Module 1 - 25 points				Module 2 – 45 points														
Content module 1				Content module 2							Content module 3							
T	T	T	T	T	T	T	T	T	T	T	T	T	T	T				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15				
4	5	5	6	2	3	2	3	5	5	5	5	5	5	5	15	85	15	100

Grading scale: national and ECTS

Total points for all educational activities	Assessment ECTS	Assessment on the national scale
		for credit test
90 – 100	A	Accepted
82-89	B	
75-81	C	
69-74	D	
60-68	E	
35-59	FX	not submitted with possibility of re-drafting
1-34	F	not submitted with compulsory repeated study of discipline

12. Methodical maintenance

1. Educational - methodical complex on discipline " Analysis of economic activity " <https://cdn.snau.edu.ua/moodle/course/view.php?id=3059>
2. Analysis of economic activity. Workbook for practical classes and independent work for English-speakers students 4 course specialty 073 “Management” branch of knowledge 07 "Management and Administration". Sumy. 2017. 48p.
3. Analysis of economic activity. Abstract of lectures for students 4 course specialty 073 “Management” branch of knowledge 07 "Management and Administration. Sumy, 2016.82p.
4. Analysis of economic activity. Methodical recommendations for module course work for English-speakers students’4-course specialty 073 "Management" branch of knowledge 07 "Management and Administration". Sumy. 2018. 36p.

13. Recommended Literature

Basic:

1. Pedro Belli, Jock Anderson, Howard Barnum, John Dixon, Jee-Peng Tan. Handbook on economic analysis of investment operations. - Operational Core Services Network Learning and Leadership Center. . <http://siteresources.worldbank.org/INTCDD/Resources/HandbookEA.pdf>
2. R. Preston McAfee. Beginning Economic Analysis (v. 1.0). <http://2012books.lardbucket.org/pdfs/beginning-economic-analysis.pdf>
3. Belli, P. et alii. (for the Operational Core Services Network Learning and Leadership Center of The World Bank). The World Bank Handbook on Economic Analysis of Investment Operations. <http://www.managingforimpact.org/resource/world-bank-handbook-economic-analysis-investment-operations>
4. Economic analysis of maintenance problems. Bureau of reclamation facilities instructions, standards, & techniques volume 4 – 3. http://www.usbr.gov/power/data/fist/fist4_3/vol4-3.pdf
5. Economic Analysis of Building and Construction Industry Productivity http://independenteconomics.com.au/information/Reports/BCI%20productivity_2013_final.pdf
6. Tourism industries - economic analysis http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_industries_-_economic_analysis
7. Kristina Levišauskaite. Investment Analysis and Portfolio Management https://www.bcci.bg/projects/latvia/pdf/8_IAPM_final.pdf
8. Turvey, R. (2019). *Economic analysis and public enterprises*. Routledge.

9. Caruso, G., Di Battista, T., & Gattone, S. A. (2019, June). A Micro-level Analysis of Regional Economic Activity Through a PCA Approach. In *The International Conference on Decision Economics* (pp. 227-234). Springer, Cham.
10. Dellink, R., Van der Mensbrugge, D., & Saveyn, B. (2020). Shaping Baseline Scenarios of Economic Activity with CGE Models: Introduction to the Special Issue. *Journal of Global Economic Analysis*, 5(1), 1-27.
11. Hamilton, J. D. (2019). Measuring global economic activity. *Journal of Applied Econometrics*.
12. Brave, S. A., Butters, R. A., & Kelley, D. (2019). A new "big data" index of US economic activity. *Economic Perspectives, Federal Reserve Bank of Chicago*.
13. Barro, R. J., Ursúa, J. F., & Weng, J. (2020). *The coronavirus and the great influenza pandemic: Lessons from the "spanish flu" for the coronavirus's potential effects on mortality and economic activity* (No. w26866). National Bureau of Economic Research.
14. Smajlbegovic, E. (2019). Regional economic activity and stock returns. *Journal of Financial and Quantitative Analysis*, 54(3), 1051-1082.
15. Andrusiv, U., Simkiv, L., Dovgal, O., Demchuk, N., Potryvaieva, N., Cherchata, A., & Sydor, H. (2020). Analysis of economic development of Ukraine regions based on taxonomy method. *Management Science Letters*, 10(3), 515-522.
16. Pavlova, V., Nesterova, K., Marchenko, V., Lazebnyk, L., Burkova, L., & Omelchuk, L. (2020). Identification and assessment of external risks of the enterprise's foreign economic activity.
17. Alquist, R., Bhattarai, S., & Coibion, O. (2020). Commodity-price comovement and global economic activity. *Journal of Monetary Economics*, 112, 41-56.
18. Taube, M. (2020). Analysis of the Economic Activity of a Company and Optimisation of Internal Processes.
19. Joseph, C., Gunton, T., Knowler, D., & Broadbent, S. (2020). The Role of Cost-benefit Analysis and Economic Impact Analysis in Environmental Assessment: The Case for Reform. *Impact Assessment and Project Appraisal*, 1-11.
20. NAZIR, M., MURDIFIN, I., PUTRA, A. H. P. K., HAMZAH, N., & MURFAT, M. Z. (2020). Analysis of Economic Development Based on Environment Resources in the Mining Sector. *The Journal of Asian Finance, Economics, and Business*, 7(6), 133-143.

14. Information resources

1. <https://strategiccco.com/investment-analysis/>
2. <https://www.accountingtools.com/articles/2018/1/27/investment-analysis>
3. Hotel Industry Analysis and Market Statistics <https://www.soegjobs.com/hotel-industry-analysis-market-statistics/>
4. SWOT analysis of Banking industry <https://www.marketing91.com/swot-analysis-of-banking-industry/>
5. Restaurants, Bars & Food Services Industry Insights From D&B Hoovers <http://www.hoovers.com/industry-facts.restaurants-bars-food-services.2003.html>