

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY NATIONAL AGRARIAN UNIVERSITY
Faculty of Economics and Management
Public Management and Administration Department

MODULE SYLLABUS

EC Organization of data collection for enterprise management
(elective component)

Speciality	Management
Educational program	Administrative management
Level of higher education	the second (master's)

Sumy-2026

Developed by: _____ **Alina BRYCHKO, PhD in Economics, Associate Professor,**
Department of Public Management and Administration

Considered, endorsed and approved at a meeting of the Department of Public Management and Administration	Minutes No. 19 of 11 May 2026
	Head of of the Department _____ (signature) Alina BRYCHKO

Approved by:

Programme Coordinator _____ Larysa KALACHEVSKA
(signature) (Full name)

Dean of the Faculty where the educational programme is delivered _____ Svitlana LUKASH

Review of the draft programme (attached) provided by: _____ Svitlana LUKASH

Methodologist, Department of Education Quality, _____ Tetiana KHARCHENKO
Licensing and Accreditation Department _____ (____Nadiya BARANIK __)
(signature) (Full name)

Registered in the electronic database: date: _____ 2026

Information on the revision of the study programme (syllabus):

Academic year in which changes are being made	Number of the annex to the syllabus describing the changes	Changes reviewed and approved		
		Date and number of the department meeting minutes	Head of Department	Programme coordinator

1. GENERAL INFORMATION ABOUT THE EDUCATIONAL COMPONENT

1.	Name of the educational component	Organisation of Data Collection for Business Management			
2.	Faculty/Department	Faculty of Economics and Management / Department of Public Management and Administration			
3.	OK status	Elective			
4.	Programme/Specialisation (programmes) of which the course is a component <i>(to be completed for compulsory OKs)</i>				
5.	The OK may be offered for <i>(to be completed for optional modules)</i>	Programme 'Administrative Management', specialisation D3 'Management'			
6.	NQF level	Ukrainian National Qualifications Framework (NRK) – Level 7, FQ-EHEA – second cycle, EQF-LLL – Level 7			
7.	Semester and duration of study	3 semesters, 12 weeks			
8.	Number of credits ECTS	5 credits (150 hours)			
9.	Total number of hours and their distribution	Contact hours (lectures)			Independent study
		Lectures	Practical	Laboratory	
	Full-time programme	24	24	-	102
	part-time programme	8	8	-	134
10.	Language of instruction	Ukrainian			
11.	Lecturer/Coordinator of the educational component	Alina Mykhailivna Brychko, PhD in Economics, Associate Professor, Department of Public Management and Administration			
11.1	Contact details	Email: alina.brychko@snaeu.edu.ua SNAEU, Faculty of Economics and Management building, Room 310e			
12.	General description of the educational component	Access to up-to-date, subject-specific and sufficiently detailed information is the foundation of any learning process. In this regard, it is of great importance to provide data that is standardised, comparable and easily updated. The influence of constantly changing external factors inevitably leads to the need for the ongoing updating of information material. This data must reflect important practical examples. In the field of agricultural economics, it is particularly important to keep track of constantly changing market conditions, production and technical innovations, and methods of adapting to agricultural policy conditions, which have a direct impact on a farm's production indicators and costs, whilst at the same time requiring a continuous reassessment of the economic efficiency of individual production processes.			
13.	Aims of the educational component	The aim is to equip students with the necessary theoretical knowledge and practical skills for gathering internal and external information required for making management decisions using the methodology of marginal analysis in agricultural enterprises of various organisational and legal forms and forms			

		of ownership in a market economy.
14.	Prerequisites for studying the educational component, links with other educational components of the study programme	1. The educational component is based on the study of the following disciplines: Economics of Production 2. The educational component forms the basis for professional work placements and the preparation of the qualification project.
15.	Academic Integrity	The policy on academic integrity at Sumy National Agrarian University is set out in the documents available on the page: https://snau.edu.ua/viddil-zabezpechennya-yakosti-osviti/zabezpechennya-yakosti-osviti/akademichna-dobrochesnist/ Academic integrity on the part of students is an essential prerequisite for mastering the learning outcomes of a subject and achieving the corresponding marks in both continuous and final assessments. In the event of a breach of academic integrity by a student (cheating, plagiarism, fabrication), the work will be marked as unsatisfactory and must be resubmitted. In such cases, the lecturer reserves the right to change the topic of the assignment. For breaches of academic integrity, students may be subject to the following academic sanctions: - retaking the assessment (test, exam, credit test, etc.); - retaking the relevant component of the study programme. A resit of a credit assessment may be permitted with the authorisation of the Vice-Rector for Research, Teaching and Academic Affairs, provided there are valid reasons (e.g. sick leave).
16.	Course links Moodle	https://https://cdn.snau.edu.ua/moodle/course/view.php?id=
17.	Keywords	data collection, management information, marginal analysis, enterprise database, economic analysis, production data, statistical reporting, market information, management information support, data processing and analysis.

2. LEARNING OUTCOMES AND THEIR RELATIONSHIP TO SOFTWARE DEVELOPMENT LEARNING OUTCOMES

Learning outcomes for the qualification:	How learning outcomes are assessed
DRN1. To understand the theoretical foundations of organising data collection for enterprise management, the principles of marginal analysis, and the types and sources of information used for managerial decision-making.	Ongoing assessment
DRN2. Apply methods for collecting, systematising and processing internal and external information; create production data bases for the economic analysis of the enterprise's activities.	Module assessment
DRN3. Analyse production, economic and market data; use statistical reports, price and market information to justify management decisions and conduct marginal analysis.	Ongoing assessment, practical case studies
DRN4. Comply with legal and ethical requirements when collecting, processing and using information; assess the reliability of data; and prepare information and analytical support for enterprise management.	Modular assessment, essay

3. CONTENTS OF THE EDUCATIONAL COMPONENT (COURSE SYLLABUS)

Topic. List of issues to be covered within the topic	Allocation within the overall time budget			Independent study	Recommended reading ¹
	Classwork				
	Lk	Practical	Lab.		
Topic 1. The purpose of collecting production data at the enterprise; principles of marginal analysis 1. Organisation of production data collection as part of the TOPAS project. 2. The purpose of collecting production data at the enterprise. 3. Principles of marginal analysis	2/2	2/2		14/18	1,4,7
Topic 2. Types and sources of data in economic analysis 1. The format for processing, analysing and presenting data in a consolidated production database. 2. Data analysis and presentation of research findings.	2/-	2/-		14/18	1, 2, 4, 10
Topic 3. Types and sources of data in economic analysis. 1. Types of data in economic analysis 2. Sources of information 3. Flowchart of agricultural production processes.	2/-	2/-		14/18	1, 5, 8, 9
Topic 4. Legal and ethical aspects of data collection 1. Ukrainian legislation governing information relations. 2. Legal regulation of access to various types of information. 3. Information ethics: fundamental principles. Ethical issues in research	4/2	4/2		14/18	1.7

Topic 5. Methods of data collection and processing 1. Desk research. 2. Issues regarding the reliability of primary data. 3. Field research: content and types.	4/-	4/-		14/18	1,4,7
Topic 6. Creating a database on on-farm processes. 1.Characteristics of production processes in crop farming: key indicators. 1.Characteristics of production processes in livestock farming: key indicators. 2.Characteristics of production processes in service provision: key indicators. 3.Generalised databases for calculating fixed costs: buildings and structures; machinery and equipment. 4.Characteristics of machinery and equipment for calculating variable mechanisation costs: key indicators. 5.Compiling a list of tasks (operations) involving the use of machinery and equipment: calculating variable mechanisation costs and labour costs. 6.Working with reporting. 7.Use of the State Statistics Service's resources when dealing with an enterprise's statistical reporting. 8.Preparing a study. 9.Preparing a questionnaire.	6/2	6/2		16/22	1, 2, 4, 10
Topic 7. Compiling databases of market and price information 1. Market and price information used in marginal analysis. 2. Sources of information on markets and prices.	4/2	4/2		16/22	1, 5, 8, 9
Total for the semester	24/8	24/8		102/1 34	

4. TEACHING AND LEARNING METHODS

DRN	Teaching methods (work to be carried out by the lecturer <u>during classroom sessions</u> and tutorials)	Learning methods (types of learning activities to be carried out <u>independently by the student</u>)
DRN1. To understand the theoretical foundations of organising data collection for business management, the principles of marginal analysis, and the types and sources of information used for managerial decision-making.	Verbal: - monological (explanation, lecture); - dialogical (conversation, discussion). Visual: - demonstration (multimedia file) Interactive teaching technologies	Research-based approach (studying literature recommended by the lecturer on the topic)
DRN2. Apply methods for collecting, organising and processing internal and external information; create operational databases for the	Verbal: - monological (explanation, lecture); - dialogical (conversation, discussion).	Research method (review of literature recommended by the lecturer on the topic)

economic analysis of the enterprise's activities.	Visual: - demonstration (multimedia file) Interactive teaching technologies	
DRN3. Analyse production, economic and market data; use statistical reports, price and market information to support management decisions and carry out marginal analysis.	Verbal: - monological (explanation, lecture); - dialogical (conversation, discussion). Visual: - demonstration (multimedia file) Interactive teaching technologies	Research-based approach (studying literature recommended by the lecturer on the topic)
DRN4. Comply with legal and ethical requirements when collecting, processing and using information; assess the reliability of data; and prepare information and analytical support for enterprise management.	Verbal: - monological (explanation, lecture); - dialogical (conversation, discussion). Visual: - demonstration (multimedia file) Interactive teaching technologies	Research-based approach (studying literary sources recommended by the lecturer on the topic)

5.ASSESSMENT OF THE EDUCATIONAL COMPONENT

5.1. Summative assessment

5.1.1. The following are provided for the assessment of expected learning outcomes

No .	Methods of summative assessment	Marks / Weighting in the overall mark	Date of assessment
1	Multiple-choice tests	25/25%	Week 6
2	Multiple-choice tests	25/25%	Week 11
3	Essay	20/20%	up to week 12
	Individual assignment (presentation)	30/30%	Week 12

5.1.2. Assessment criteria

Component	Unsatisfactory	Satisfactory	Good	Excellent
Essay	<12 marks <i>The requirements for the assignment have not been met</i>	12–15 marks <i>Most requirements have been met, but some components are missing or insufficiently developed; there is no analysis of other approaches to the issue</i>	15–18 marks <i>All requirements of the task have been met</i>	19–20 marks <i>All requirements of the task have been met; creativity and thoughtfulness have been demonstrated; a personal solution to the problem has been proposed</i>
Multiple-choice tests	< 15 marks Less than 60% of the questions were answered correctly	15–19 marks 60%–74% of the questions were answered correctly	20–23 marks 75%–89% of the questions were answered correctly	24–25 marks 90% or more of the questions answered correctly
Multiple-choice tests	< 15 marks Less than 60% of the questions were	15–19 marks 60%–74% of the questions were	20–23 marks 75%–89% of the questions were	24–25 marks 90% or more of the questions answered

	answered correctly	answered correctly	answered correctly	correctly
Homework	< 19 marks	19–23 marks	24–27 marks	28–30 marks
	<i>The requirements for the task have not been met</i>	<i>Most requirements have been met, but some components are missing or insufficiently developed</i>	<i>All requirements of the task have been met</i>	<i>All requirements of the task have been met; creativity has been demonstrated; results have been presented as part of a general discussion</i>

5.2 Formative assessment:

No .	Elements of formative assessment	Date
1	Kahoot quiz following the study of each topic	at the end of each topic
2	Verbal feedback from the teacher during classroom work	ongoing
3	Oral questioning during lessons and feedback from the teacher during classroom work	ongoing
4	Conversation and discussion during lectures	continuously
5	Oral feedback from the lecturer on the results of the interim assessment	Week 12
6	Discussion of presentations on the topic of independent study of the subject	ongoing

Self-assessment can be used as part of both summative and formative assessment.

5.4 Total marks for the educational component and marking scale

The total number of marks for the educational component is 100 marks.

5.4.1 The grading scale used at the University:

Total marks for all types of academic activity	Grade on the national scale	
	For an examination, course project (assignment), work placement, or qualification project	for a module assessment
90 – 100	Excellent	Pass
82–89	Good	
75–81		
69–74		
60–68	satisfactory	
35–59	unsatisfactory, with the option to retake	fail, with the option to retake
0–34	Unsatisfactory, with compulsory retake of the module	failed with compulsory retake of the module

6. LEARNING RESOURCES (READING LIST)

Main reading

1. Agricultural Economics. Farmer. Basic Level. Textbook and workbook for vocational education institutions in two volumes. Volume 1. Sumy: SNAU, 2013. 620 pp.
2. Agricultural Economics. The Farmer. Professional Level. Textbook and workbook for vocational education institutions in two volumes. Volume 2. Sumy: SNAU, 2014. 604 pp.
3. Production Economics: A Study Guide for the Training of Specialists at Agricultural Higher Education Institutions. Edited by V. P. Halushko and G. Ströbel. Vinnytsia: Nova Knyha, 2005. 392 pp.
4. Gomanyuk, M. A. The Interviewer in Mass Surveys. A Pocket Teaching Guide. Kherson: Gileya, 2013. 84 pp.
5. Kosar, N. S., Mnykh, O. B., Krykavskiy, Ye. V., & Leonova, S. V. Marketing Research: A Textbook. Lviv: Lviv Polytechnic Publishing House, 2018. 460 pp.
6. Nepochatenko, O., Nesterchuk, Yu., Sokolyuk, S. Theory of Economic Analysis. Kyiv: Centre for Educational Literature, 2019. 272 pp.
7. Fundamentals of Agricultural Economics: A Textbook. Edited by V. P. Galushka and Guido van Hultenbroek. Kyiv: Higher Education, 2003. 400 pp.
8. The official website of the TOPAS project. URL: <http://eim.snau.edu.ua/ua/748-erasmus-ka-2-topas>

Teaching resources

1. E-course 'Organisation of Data Collection for Enterprise Management' <https://cdn.snau.edu.ua/moodle/course/view.php?id=>
2. Koblianska, I.I. Teaching and learning materials for the course 'Organisation of Data Collection for Business Management (TOPAS)' for students specialising in 'Economics', 'Management', 'Entrepreneurship, Trade and Stock Exchange Activities'. Koblianska, 2020.

Supplementary reading

1. Poltorak V.A., Taranenko I.V., Krasovska O.Yu. Marketing Research: A Textbook. Kyiv: Centre for Educational Literature, 2017. 342 pp. URL: https://pidruchniki.com/1584072060636/marketing/marketingovi_doslidzhennya_
1. Tereshchenko, L.O., and Matienko-Zubenko, I.I. Information Systems and Technologies in Accounting. Study Guide. Kyiv: KNEU, 2004. 187 pp.
2. Zagorodniy, A.G., Kindratska, G.I., Koval, Z.O., and Tyvonchuk, O.I. Theory of Economic Analysis: Textbook. Lviv: Lviv Polytechnic Publishing House, 2012. 328 pp.
3. Yezhova, L.F. Information Marketing. Textbook. Kyiv: KNEU, 2002. 560 pp.
4. Tverdokhlib, O.S. Ethical Aspects of Access to Public Information. *Economy and State*, 2013. No. 6, pp. 110–112.
5. ICC/ESOMAR International Code of Practice for Marketing and Social Research, Public Opinion Research and Data Analysis. 2008. URL: www.iccwbo.org, <http://uam.in.ua/ukr/standarts/> (in Ukrainian)
6. Code of Ethics of the Ukrainian Association of Marketers (UAM). Approved by the Third International Scientific and Practical Conference of the UAM on 22 February 2002. URL: <http://uam.in.ua/ukr/standarts/>
7. Code of Professional Ethics for Sociologists. Approved by the Fifth Congress of the Sociological Association of Ukraine, 20 May 2004, Kyiv. URL: <http://sociology.od.ua/index.php/norm-prav-dok/cod-soc.html>

8. Slobodyska O.A., Tsymbal O.O., Sobchuk S.I. Ethical Standards in Sociological Research. VI *International Scientific and Practical Conference 'Special Project: Analysis of Scientific Research' (30–31 May 2011)*. URL: http://www.confcontact.com/20110531/so_slobod.htm
9. Legal protection of trade secrets. Legal opinion dated 20 October 2016. URL: <http://ukrainepravo.com/scientific-thought/pravova-pozytsiya/pravoviy-zakhist-komerts-yno-ta-mnits/>
10. On the Protection of Personal Data: Law of Ukraine No. 2297-17 of 1 June 2010. URL: <https://zakon.rada.gov.ua/go/2297-17>
11. On Access to Public Information, Law of Ukraine No. 2939-VI of 13 January 2011. URL: <https://zakon.rada.gov.ua/laws/show/2939-17/ed20150501/find?text=%D1%EB%F3%E6%E1%EE%E2%E0+%B3%ED%F4%EE%F0%EC%E0%F6%B3%FF#n57>
12. On the Approval of the Regulations on Data Sets to be Published as Open Data: Resolution of the Cabinet of Ministers of Ukraine No. 835 of 21 October 2015. URL: <https://zakon.rada.gov.ua/laws/show/835-2015-%D0%BF>
13. On Information: Law of Ukraine No. 2657-XII or 2657-12 of 2 October 1992. URL: <https://zakon.rada.gov.ua/laws/show/2657-12/card2#Card>
14. The Single State Open Data Web Portal. URL: <https://data.gov.ua/group/543afa2f-49b1-493f-84aa-7b01048800f1?groups=ekonomika>
15. On the list of information not constituting a trade secret: Resolution of the Cabinet of Ministers of Ukraine No. 611 of 9 August 1993. URL: <https://zakon.rada.gov.ua/laws/show/611-93-%D0%BF>
16. Kataev, A.V. Marketing Research: A Practical Guide for Students Specialising in 'Marketing': in 2 vols. Kharkiv Institute of Trade and Economics, Kyiv National University of Trade and Economics. Kharkiv: 'Dialog' Publishing Centre, 2015.
17. Gorlach, M., Kremen, V., Volovych, V., Zhylenkova, I., Romanenko, M., and Sui Quan Yao. 2019. Sociology: Textbook. Kyiv: Centre for Educational Literature. 808 pp.
- Kuzmenko, T.M. Sociology: a study guide. Kyiv: Centre for Educational Literature. 2019. 320 pp.

Links to online resources, video lectures and other teaching materials

1. Course on Web 2.0 social services. URL: <https://sites.google.com/site/kurssocialniservisiweb20/info/modul-6/mozlivosti-google-docs>
1. Marketing: Taras Hryhorchuk's distance learning course. URL: <https://sites.google.com/site/marketingdistance/>
2. Features of Microsoft software products. URL: <https://www.microsoft.com/uk-ua/>
- Official website of the State Statistics Service of Ukraine. URL: <http://www.ukrstat.gov.ua/>