



## COURSE SYLLABUS «ECONOMIC INFORMATICS»

**Degree of higher education - Bachelor**  
**Specialization 075 «Marketing»**  
**Educational programme «07 Management and administration»**  
**Academic year 1, semester 1**  
**Form of study full-time**  
**Number of ECTS credits 4**  
**Language of instruction English**

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**Lecturer of the course**

Associate Professor of Department information systems and technologies Kharchenko V.V

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**Course page on eLearn**

<https://elearn.nubip.edu.ua/course/view.php?id=2749>

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### COURSE DESCRIPTION

The course "Economic Informatics" highlights the main principles and methods of applying modern information technologies in solving economic problems. The purpose of the course is to form in future professionals the necessary level of information and computer culture, the acquisition of practical skills in PC and the use of modern information technology to solve various problems in the process of learning and working in the specialty. The acquired skills of working on a personal computer with an operating system and major software packages such as MS Word, MS Power Point, MS Excel and online systems will enhance the performance of the tasks by future specialists.

#### **Competencies of the educational program:**

**Integrative competency (IC):** The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by complexity and uncertainty of conditions.

**General competencies (GC):** GC 4 The ability to learn and acquire contemporary knowledge. GC 5. Determination and perseverance in accomplishing tasks and fulfilling responsibilities. GC 11. The ability to work in a team. GC 14. The ability to act socially responsibly and consciously.

**Program learning outcomes (PLO) of the educational programme:** PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects. PLO 9 Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions. PLO 11 Demonstrate the ability to apply an interdisciplinary approach and perform the marketing functions of a market entity.

PLO 14 Perform functional duties in the group, offer reasonable marketing solutions. PLO 27 Demonstrate the ability to use modern methods of managing supply chains of goods and information.

## COURSE STRUCTURE

Topic	Hours (lecture/lab oratory, practical, seminar)	Learning outcomes	Tasks	Assessm ent
<b>Module 1 Theoretical basis of Economic informatics</b>				
<b>Topic 1. Theoretical basics of economic informatics</b>	4/6	Know the basic concepts of economic informatics. Be able to change the basic settings of the manager's workplace (computer). To be able to effectively use information and communication technologies to organize collective work online.	Tasks of laboratory works. Independent work. Answers to questions	<b>15</b>  <b>5</b>
<b>Topic 2. Basics of working with business documentation</b>	2/8	Know the basic rules of working with business documentation. Be able to automatically format large or complex text documents.	Tasks of laboratory works. Independent work. Answers to questions	<b>20</b>  <b>5</b>
<b>Topic 3. Visualization of information and the basics of working with computer graphics</b>	2/6	Be able to present and visualize economic information, create illustrative graphic material. Correctly use digital and statistical information obtained from primary sources, be able to visualize various types of economic information, logically and consistently reproduce the acquired knowledge of the subject area.	Tasks of laboratory works. Independent work. Answers to questions	<b>20</b>  <b>5</b>
<b>Module 1 (practical assignment, quiz)</b>	<b>0/2</b>	Practical assignment and final test in the electronic course		<b>30</b>
<b>Module 2 Processing and analysis of economic information in MS Excel</b>				
<b>Topic 4. Presentation and visualization of economic information in MS Excel</b>	2/6	The ability to form economic information obtained from primary sources using the table editor MS Excel and Google Sheets; analyze and process statistical data, perform calculations using built-in functions and visualize digital information using charts of various types.	Tasks of laboratory works. Independent work. Answers to questions	<b>15</b>  <b>5</b>
<b>Topic 5. Using spreadsheet functions for data analysis</b>	2/8	Be able to apply a set of logical functions for more complex data calculation. Apply financial functions to automate the calculation of financial transactions. Be able to perform conditional formatting on economic information.	Tasks of laboratory works. Independent work. Answers to questions	<b>20</b>  <b>5</b>
<b>Topic 6. Tools for consolidation and analysis of economic data in MS Excel</b>	3/7	Know the technology of economic analysis using MS Excel. Be able to perform data analysis using pivot tables, summary tables, filters; apply general and conditional functions for working with arrays and functions for working with databases.	Tasks of laboratory works. Independent work. Answers to questions (Informal online education)	<b>20</b>  <b>5</b>  <b>+15</b>
<b>Module 2 (practical assignment, quiz)</b>	<b>0/2</b>	Practical assignment and final test in the electronic course		<b>30</b>

assignment, quiz)		course	
<b>Total for 1 semester</b>			<b>70</b>
<b>Exam</b>			<b>30</b>
<b>Total for course</b>			<b>100</b>

### ASSESSMENT POLICY

<b><i>Policy regarding deadlines and resist:</i></b>	Assignments submitted after the deadline without valid reasons will be graded lower. Resetting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons).
<b><i>Academic honesty policy:</i></b>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used.
<b><i>Attendance policy:</i></b>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

### SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

<b>Student rating, points</b>	<b>National grade based on exam results</b>	
	<b>exams</b>	<b>credits</b>
90-100	excellent	passed
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not passed

### RECOMMENDED SOURCES OF INFORMATION

1. Soroka P.M., Kharchenko V.V. Information systems in management. Practical work Educational book К, ЦП «Компринт», 2012. 145 p.
2. Kharchenko V.V., Kasatkina O.M. Structure of the personal computer and basics of operating systems Methodical manual К. ЦП «Компринт», 2014 135 с.
3. Kharchenko V.V., Kasatkina O.M. Modern information systems and technologies. Methodical manual К. ЦП «Компринт», 2014 p. 121.
4. The electronic training course, developed on the basis of the Moodle platform, Electronic address: <https://elearn.nubip.edu.ua/course/view.php?id=2749>
5. Касаткін Д.Ю., Глазунова О.Г., Блозва А.І., Касаткіна О.М. «Практикум з інформатики». Навч. посіб. (2 видання) К ЦП «Компринт», 2017. 382 с.
6. Сорока П.М. Харченко В.В. Харченко Г.А. Інформаційні системи і технології в управлінні організацією К. «Компринт», 2019. 518 с.
7. Сорока П.М. Харченко В.В. Практикум з інформаційних систем в управлінні організацією К, ЦП «Компринт» 2017 р. 378 с.
8. Швиденко М.З. «Інформатика та комп'ютерна техніка» Підручник. К. Інтерсервіс, 2014. 647 с.
9. Educational international platform [Electronic resource] Source: <https://www.coursera.org/>
10. Educational international platform [Electronic resource] Source: <https://www.udemy.com>