



SYLLABUS OF AN ACADEMIC DISCIPLINE "Accounting in Applied Software Solutions"

Degree of higher education - Bachelor's
Specialty - 075 - "Marketing"
Academic programme - Marketing
Year of study - 2, semester - 4
Form of study – full-time, part-time
Number of ECTS credits - 4
The language of instruction - English

Lecturer of the course
Contact information of the lecturer (e-mail)
URL of ENC on the educational portal of NUBiP of Ukraine

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<https://elearn.nubip.edu.ua/course/view.php?id=4737>

ACADEMIC DISCIPLINE DESCRIPTION

The course is a complex discipline aimed at studying the methods of processing accounting information for marketing needs in the context of the use of computer technology.

The purpose of the discipline is to provide students with knowledge and skills about the methods and methods of keeping records of inventories, business processes of interaction with customers, setting prices, discounts, registering sales, purchases and calculations using computer applications. In the classroom, students will be able to learn and master the basic methods of organization and practical use of automated information systems for accounting and enterprise management.

The objectives of the discipline are to study the basics of accounting informatics, the composition of accounting tasks, the features of their solution in the context of the use of various technologies for processing economic information; acquisition of skills to perform the formulation of typical accounting tasks, to develop algorithms for their solution using application software packages.

Acquisition of competences:

Integral Competence (IC):

Ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the use of appropriate theories and methods and is characterized by complexity and uncertainty of conditions.

General Competencies (GC):

GC4. Ability to learn and master modern knowledge.

GC5. Certainty and perseverance in relation to the tasks and responsibilities taken.

GC6. Knowledge and understanding of the subject area and understanding of professional activities.

GC11. Ability to work in a team.

GC14. Ability to act socially responsibly and consciously.

Special (professional) competences (SC)

Expected Learning Outcomes (ELO):

ELO3. Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.

ELO5. Identify and analyze the key characteristics of marketing systems of different levels, as well as the peculiarities of the behavior of their subjects.

ELO9. Assess the risks of marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

ELO11. Demonstrate the ability to apply an interdisciplinary approach and carry out marketing functions of a market entity.

ELO14. Perform functional duties in the group, offer sound marketing decisions.

ELO27. Demonstrate the ability to use modern methods of supply chain management of goods and information.

ACADEMIC DISCIPLINE STRUCTURE

Topic	Hours (lectures / practical works)	Learning outcomes	Task	Assess ment
Semester 4				
Module 1. Computer Technologies in Accounting and Marketing				100
Topic 1. Subject and Method of Accounting	2/4	Know: – fundamentals of organization of information systems in the field of accounting, marketing and enterprise management; – principles of accounting organization using modern information technologies. Be able to: – set up a program for accounting, marketing and enterprise management for work; – register a new organization in the program and set up sales conditions.	Performin g laboratory work in the application program. Doing independe nt work.	15
Topic 2. Basic information and interface of accounting and marketing applications	2/4			15
Topic 3. Preparation of the program for work, registration of a new organization	2/4			15
Topic 4. Methods of filling in information about suppliers, customers, goods and services	1/2			15
Independent work No1				10
Test for module No1				30
Module 2. Marketing Activity Accounting Automation System				100
Topic.5. Sales and CRM: methods of creating and filling out price lists, setting up discounts and sales conditions	2/4	Know: – general methodological bases for accounting for settlements with customers, availability and movement of goods using computer technologies; – advantages of using applied software solutions for accounting and enterprise management. Be able to: – keep records of business processes of implementation, interaction and settlements with customers and analyze reporting in the context of computerization; – create statements of individual accounting tasks for the	Performin g laboratory work in the application program. Doing independe nt work.	15
Topic 6. Sales management: creation and processing of customer orders, shipment of goods, analysis of sales results	2/4			15
Topic 7. Cash management and accounts receivable	2/4			15

Topic 8. Procurement management to ensure customer order fulfillment and inventory maintenance	2/4	environments of modern application programs; – set up price lists, set sales rules; – determine the needs for goods and provide them.		15
Independent work No2				10
Test for module No2				30
Total for 1 semester	15/30			70
Exam				30
Total for course				100

ASSESSMENT POLICY

<i>Policy regarding deadlines and resits:</i>	The student must submit the work within the time limits determined by the teacher. Works submitted in violation of the deadlines without valid reasons are evaluated for a lower grade. Retake of modules takes place with the permission of the lecturer if there are valid reasons (for example, sick leave).
<i>Academic honesty policy:</i>	Cheating during tests and exams is prohibited (including the use of mobile devices). Term papers, essays must have correct text references to the literature used
<i>Attendance Policy:</i>	The student is obliged to attend classes of all types every day in accordance with the established schedule, not to be late, to have an appropriate appearance. For objective reasons (for example, illness, international internship), training can take place individually (online in agreement with the dean of the faculty)

SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE AND SKILLS

Student rating, points	National grading of exams and credits	
	exams	credits
90-100	excellent	passed
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not passed

RECOMMENDED SOURCES OF INFORMATION

- Accounting (General Theory): Practicum. M. M. Kotsupatriy [et al.]; State. Higher Educational Institution "Kyiv. National. Econ. University of them. V. Hetman". Kyiv: KNEU, 2019. 231 p.
- Accounting. Fundamentals of Theory and Practice. [A. G. Zagorodniy et al.]; National. University of Lviv. Polytechnic". - 4th ed., supplementary. and addendum. Lviv: Vyd-vo Lviv. Polytechnics, 2018. 278 p.
- Automation of accounting processes. Helps. I. Y. Nazarova, V. V. Muravsky; Ternopil. National. Econ. Ternopil: TNEU, 2018. 294 p.
- Khomovyi Sergey, Svyynous Ivan, Tomilova-Yaremchuk Nadiia, Khomovyi Mykhailo, Lytvynenko Volodymyr. Development of the digital economy in the accounting and management system of agricultural enterprises in Ukraine and the world. Modern directions of scientific research development. Proceedings of the 16th International scientific and practical conference. BoScience Publisher. Chicago, USA. 2022. Pp. 21-27. URL: <https://sci-conf.com.ua/xvi-mizhnarodna-naukovo-praktichna-konferentsiya-modern-directions-of-scientific-research-development-7-9-09-2022-chicago>

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5. Luchko, M. R., and Adamyk, O. V. Information Systems and Technologies in Accounting and Auditing. Helps. Ternopil. National. Econ. Ternopil: TNEU, 2016. 250 p.

6. Lytvynenko, V., Khomovyi, S., & Tomilova-Yaremchuk, N. (2023). Concept of accounting for transaction costs: problems and prospects. *Economic Science for Rural Development Conference Proceedings*. Vol. 57, P. 447-454.

7. Lytvynenko, V.S., Hurenko, T.O., Derevyanko, S.I., Burdym, Yu.M. Inventory of assets and liabilities as a tool for restoring accounting in agricultural enterprises under martial law. *Economics and Business Management*. 2024. №15 (1). P. 92-109. [http://dx.doi.org/10.31548/economics15\(1\).2024.078](http://dx.doi.org/10.31548/economics15(1).2024.078).

8. Lytvynenko, V.S., Khomovyi, S.M., Sistuk, E.V. Use of information technologies in accounting and taxation of wages. *Efficient economy*. 2022. № 10. – URL: <https://www.nayka.com.ua/index.php/ee/article/view/656/663>. <https://doi.org/10.32702/2307-2105.2022.10.20>.

9. Muravskiy V., Zadorozhnyi Z.-M., Lytvynenko V., Yurchenko O., Koshchynets M. Comprehensive use of 6G cellular technology accounting activity costs and cyber security. *Independent Journal of Management & Production*. 2022. Vol. 13, №3. P. 107-122. URL: <https://doi.org/10.14807/ijmp.v13i3.1902> URL: <https://www.webofscience.com/wos/woscc/full-record/WOS:000795794100007>

10. Shkvir, V.D., Zahorodniy, A.G., and Vysochan, O.S. Information Systems and Technologies in Accounting and Auditing: Textbook. Nats. Univ. "Lviv. Polytechnic". 5th ed. Lviv: Vyd–vo Lviv. Polytechnics, 2019. 402 p.

11. Tetyana Akimova, Svitlana Pryymak, Anna Kostyakova, Olga Usatenko and Volodymyr Lytvynenko. The Impact of Innovations in Enterprise Accounting and Control Systems on Optimizing the Analysis of Financial Reporting in the Transition to IFRS. *Economic Affairs*, Vol. 69(Special Issue), pp. 371-379, February 2024 DOI: 10.46852/0424-2513.1.2024.39 <https://ndpublisher.in/admin/issues/EAv69n1z13.pdf> <https://www.scopus.com/record/display.uri?eid=2-s2.0-85191779482&origin=resultlist>.

12. Tomilova N.O., Khomovyi S.M., Lytvynenko V.S. Modern Automated Systems – a New Level of Accounting Service. *Wschodnioeuropejskie Czasopismo Naukowe (East European Scientific Journal)* No. 5(45), 2019. P. 67–72.

13. Voronenko, I. V., and Kostenko, S. O. "Prikladni aspekty tsitrovizatsiia ahrarnoho sektoru ekonomiky" [Applied aspects of digitalization of the agrarian sector of the economy]. Agrosvit. 2018. № 19. Pp. 24–33.

14. Zhuk, V.M. Development of the Theory of Accounting: Institutional Aspect. K.: NSC "IAE", 2018. 408 p.