

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY
OF ECONOMICS**

**BASICS OF SCIENTIFIC AND
ANALYTICAL RESEARCH**

**Guidelines
to writing a term paper
for Bachelor's (first) degree students
of speciality 073 "Management",
educational program "Logistics"**

**Kharkiv
S. Kuznets KhNUE
2024**

UDC 001.891(072.034)

B29

Compiled by: M. Martynenko
I. Lytovchenko

Затверджено на засіданні кафедри менеджменту, логістики та інновацій.

Протокол № 10 від 15.01.2024 р.

Самостійне електронне текстове мережеве видання

Basics of Scientific and Analytical Research [Electronic B29 resource]: guidelines to writing a term paper for Bachelor's (first) degree students of speciality 073 "Management", educational program "Logistics" / compiled by M. Martynenko, I. Lytovchenko. – Kharkiv : S. Kuznets KhNUE, 2024. – 24 с. (English)

Guidelines for completing a term paper are presented. The tasks are included in order to develop professional competences that the applicant should have after studying the academic discipline.

For Bachelor's (first) degree students of speciality 073 "Management", educational program "Logistics".

UDC 001.891(072.034)

© Simon Kuznets Kharkiv National
University of Economics, 2024

Introduction

The purpose of completing a term paper on the academic discipline "Basics of Scientific and Analytical Research" is to consolidate the applicant's theoretical knowledge gained both in lecture classes and in the process of independent study of the material, as well as during group work on these issues, as well as mastering the basics of writing scientific texts and the formation of scientifically based conclusions and recommendations.

During the writing of a term paper, the applicant acquires professional competences and practical skills in solving scientific and analytical problems.

The tasks of studying the discipline are:

formation of skills in the application of methodology and methods of scientific research;

development of the ability to organize and conduct scientific research;

development of the ability to draw up and present the results of research processes in the field of management.

In the process of preparing and writing a term paper, students make a report and presentation, and design a term paper in accordance with the requirements.

The term paper is submitted by the applicant to the personal training systems, where a separate course is created specifically for term papers.

The term paper is evaluated by the supervisor and defended by the students before a specially created commission of professors of the Department of Management, Logistics and Innovation within the time deadlines set by the department.

The term paper is focused on the development of the following competences (Table 1).

Table 1

Learning outcomes and competences

Competences	Learning outcomes
GC9. Ability to learn and master modern knowledge	LO3. Ability to demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership
GC10. Ability to conduct research at the appropriate level	
GC3. Ability to think abstractly, analyse, synthesis	LO4. Ability to demonstrate skills in identifying problems and justifying management decisions
GC10. Ability to conduct research at the appropriate level	
SC10. Ability to evaluate the work performed, ensure its quality and motivate the staff of the organisation	LO6. Ability to demonstrate skills in searching, collecting and analysing information, calculating indicators to justify management decisions
GC9. Ability to learn and master modern knowledge	LO16. Ability to demonstrate skills of independent work, flexible thinking, openness to new knowledge, being critical and self-critical
	LO17. Ability to conduct research individually and/or in a group under the guidance of a leader

1. General provisions

A term paper is one of the forms of organizing the educational process, which provides the creation of conditions for the fullest possible realization of the creative capabilities of applicants and aims to deepen, generalize and consolidate the knowledge that applicants acquire in the learning process, as well as to apply this knowledge to practice.

The term paper involves the following elements of scientific research:

practical significance;

a comprehensive systematic approach to solving research tasks;

theoretical use of advanced modern methodology and scientific developments;

the presence of elements of creativity.

In the process of completing the term paper, along with theoretical knowledge and practical skills in the speciality, the applicant must demonstrate abilities to conduct scientific research and think creatively, learn to solve relevant scientific and applied problems.

The topic of the term paper according to the education component "Basics of Scientific and Analytical Research" is chosen by the applicant at the beginning of the semester and is agreed with the supervisor, for whom the applicant is assigned for consultations on writing the term paper. The term paper is carried out by the applicant independently under the guidance of the teacher and in the terms determined by the department. The applicant is obliged to report to his/her supervisor, who, based on the analysis of the work done and compliance with the individual schedule, records the sequence of the student's work on the term paper. The grade for the completion of the term paper is separately recorded in the "Academic Record Sheet".

The term paper in the academic discipline involves the performance of educational and research work.

The term paper is an independently performed intellectual work that contains research on a specific topic and is mainly theoretical in nature with elements of practical significance. Its main purpose is to demonstrate the level of qualification of the applicant and his/her ability to solve specific research tasks.

2. The structure, content, and volume of the term paper

In the process of completing the term paper, applicants develop breadth of thinking, analytical skills, acquire research skills, and demonstrate the level of their professional training.

The term paper should contain:

the title page;

a table of contents;

introduction;

the main part (3 sections, each section may contain up to 2 subsections, but this is decided in agreement with the supervisor of the term paper, the division of sections into subsections is not mandatory);

conclusions (the number of conclusions should be equal to the number of tasks reflected in the introduction);

a list of references (at least 30);

appendices (if necessary).

The total volume of the paper should be about 30 – 40 pages.

The **title page** of the work should contain the name of the higher education institution where the term paper was completed and its subordination; the name of the department; the topic of the work; data on the author and supervisor; city, year (Appendix A).

The table of **contents** is presented at the beginning of the paper, after the title page. It includes the titles and numbers of the initial pages of all sections and subsections, as well as the introduction, conclusions, bibliography, and appendices. The title of each section should reflect the essence of the issues to be covered. Make sure that the names of the structural elements of the term paper in the table of contents coincide with the names of these elements in the text of the paper.

In the **introduction** (Appendix B), papers reveal the essence and state of the scientific problem and its significance, the grounds and initial data for developing the topic, and the justification for the need to conduct the research. Through critical analysis and comparison with known differences in the problem, the relevance and expediency of the research work is substantiated. The presentation of relevance should not be verbose. The purpose, objectives, object, subject, research methods, and results obtained

should also be consistently disclosed, and, if necessary, their scientific novelty and practical significance should be presented.

The purpose and objectives of the study cannot be defined separately from the subject and object. The purpose should not be formulated as "Research...", "Study...", because these words indicate the means of achieving the goal, not the goal itself.

The object of research is a process or phenomenon that generates a problematic situation or requires obtaining more detailed knowledge.

The subject is a phenomenon or process that falls within the scope of the object and is considered as an element, part of the research object, the most significant properties of the object, its individual aspects, segments or relationships to be studied.

Research methods. A list of research methods used to achieve the goal set in the paper. They should be listed not in isolation from the content of the work, but briefly and meaningfully, defining what exactly was studied by this or that method.

The scientific results of the development of the term paper should cover the obtained research result that has the properties of scientific novelty. The elements of scientific novelty include: scientific generalisation and systematisation of the material under study; determination of cause and effect relationships, factors of influence, essential or basic elements of the system, development functions; development of a categorical apparatus; typology (classification) of elements; determination of conceptual solutions and ways to solve the problem; establishment of principles, factors, prerequisites, typical features; development of models, mechanisms, schemes, programmes; preparation of methods, etc.

The main part of the paper consists of sections and subsections. Each section begins on a new page.

The first section discusses general theoretical approaches (definition of the essence of key concepts, classification of relevant objects, etc.) to solving the problem using literature on the subject matter under study, which must be referenced. It is advisable to compare different points of view, use published statistical data with references to the sources. It is advisable to illustrate the text with graphic material: diagrams, graphs, algorithms, charts.

The second section analyses the main stages of the management process in the industry selected for the study or the components of the management system, depending on the chosen topic and research approach. A general description of the problems and contradictions that exist in the industry under study at all economic levels is provided.

In the third section, it is necessary to present methods and approaches to management within the chosen subject and object of study, to present the advantages and disadvantages of these methods and the conditions for application in general. It is advisable to provide some practical examples of the problem that is considered in the term paper, or to consider in more detail a particular practical issue in accordance with the chosen topic. It is also necessary to provide general recommendations and proposals for changes in the activities of modern enterprises based on the basic theoretical provisions and methodological approaches set out in the first and second sections of the study.

In the process of covering the topic of the term paper, it is necessary to briefly but fully disclose the chosen issue. Recommended topics for term papers are given in Appendix C.

When writing a term paper, applicants are obliged to adhere to the principles of academic integrity in accordance with the Code of Academic Integrity of S. Kuznets KhNUE [2].

In the **conclusions**, the author summarises the most important theoretical and practical provisions, including an assessment of the achieved results in terms of compliance with the goal and objectives.

The **list of references** should be arranged in alphabetical order of the first author's name or title. If the paper uses information from the Internet, it is necessary to indicate not only the name of the site, but also the title of the article or document to which the author refers. Regulatory and legislative acts, Internet sources are not separated and are placed in alphabetical order together with other literary sources. All literary sources should be presented in the original language. The sources in Ukrainian should be cited first, followed by the sources in other languages. **Russian-language sources are not used.** The list of references should include scientific articles published in journals indexed in the **Scopus and Web of Science databases.** References to the scientific works of KhNUE professors are required. The numbering of sources in the list is through (Appendix D).

The reference must accurately indicate the page numbers on which the text, illustrations, tables or formulas from the source referenced in the term paper are placed.

References in the text of the term paper to sources should be indicated by the ordinal number in the list of references, separated by two square brackets, for example: "... in works [10 – 13]; ... such views are held by other authors [1 – 4]; ... the definition of this concept is given [5, p. 12]; ... defines the principles of public administration [4, p. 9 – 11]".

References to the illustrations of the term paper are indicated by the ordinal number of the illustration, for example: Fig. 1.2.

References to formulas in a term paper are indicated by the ordinal number of the formula in brackets, for example: "... in formula (2.1)".

All tables and figures in the term paper must be referenced in the text, with the word "table", for example: "... in Table 1.2". In repeated references to tables and illustrations, the word "see" should be used, for example: "see Table 1.3".

The **appendices**, if necessary, should include:

the structural model of the subject area of research;

a table with a summary of the definitions of a particular concept in accordance with the topic of the research work;

tables of auxiliary digital data; auxiliary illustrations.

The best term papers take part in competitions of research papers, according to the decision made at a meeting of the department.

3. Rules for formatting a term paper

The language of the term paper is the state language or the language of the European Union (English). The term paper should be printed using a computer on one side of a sheet of white A4 paper (210×297 mm).

The text of the term paper is placed on a page with the following margins: 30 mm left, 10 mm right, 20 mm top and bottom.

The text of the work is printed in Times New Roman font, size 14 with one and a half line spacing. For tables and figures, use a 12-point font. Line spacing in tables is 1.1.

The work begins with the title page. The title page should be followed by the contents of the term paper, sections of the paper, conclusions and suggestions, a list of references and appendices.

The pages should be numbered through, from the title page to the last page, in Arabic numerals in the upper right corner of the page without a period at the end. No numbers are placed on the title page and the table of contents.

The titles of the structural parts of the project "A TABLE OF CONTENTS", "INTRODUCTION", "SECTION", "CONCLUSIONS", "REFERENCES", "APPENDICES" are printed in capital letters in the centre of the page. Each structural part of the term paper should start on a new page.

The text of the main part of the work is divided into sections, subsections, paragraphs and subparagraphs according to the plan. Sections are indicated by Arabic numerals without the number sign. The section number is placed after the word "SECTION" (Fig. 1). No period is placed after the number. Then, on a new line, type the section title in capital letters.

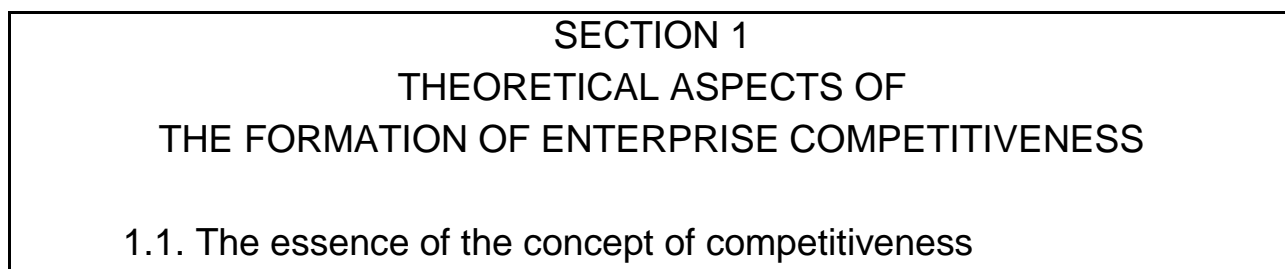


Fig. 1. An example of formatting a section title and a paragraph in a term paper

Subsections are numbered within each section. The subsection number consists of the section number and the ordinal number of the subsection, separated by a period. The subsection number should be followed by a full stop, for example, "2.3." (third subsection of the second section). Then, on the same line, there is the title of the subsection (see Fig. 1).

Illustrations are designated by the word "Fig." and are numbered consecutively within the section, except for illustrations in the appendices. The number of the illustration should consist of the section number and the ordinal number of the illustration. The illustration should have a title, which is placed after the number of the illustration, indented and aligned to the width of the text.

If the figure depicts a diagram, each axis should have a name or a dimension.

The distance between the previous and next text and the illustration should be 1 line.

Tables are numbered consecutively (except for tables in the appendices) within the section. In the upper right corner above the corresponding heading, place the inscription "Table" with its number.

The table number should consist of the section number and the table number, for example: "Table 1.2" (second table of the first section). Each table should have a title that is placed above the table symmetrically to the text. Graph headings should begin with capital letters, subheadings with lowercase letters. The table is placed after the first mention of it in the text.

If a part of the table is to be placed on another sheet (page), write the words "Continuation of Table ..." and indicate the table number, for example, "Continuation of Table 2.13", and the numerical order plays the role of the table header in this case. If the table is placed on one page, i.e., it is not transferred to another, then the line with the numbering of the table columns should not be given.

Formulas (if there is more than one) are numbered within the section. The formula number consists of the section number and the ordinal number of the formula in the section. Formula numbers are given near the right margin of the page at the level of the corresponding formula in parentheses, for example: (3.1) (the first formula of the third section). Explanations of the meanings of symbols and numerical coefficients should be given directly below the formula in the order in which they appear in the formula. The meaning of each symbol and numerical coefficient must be given on a new line. Start the first line of the explanation with the word "where" without a colon.

The main symbols in the formula are typed in 14-point font, indices in 12-point font, and subindices in 10-point font in the formula editor. Only the formula itself is separated from the text and the decoding of the symbols by free lines.

4. The system of the term paper evaluation

The defence of the term paper is intended to test the knowledge of the student and assess the correctness of implementation of this knowledge. Within the time limits set by the department, the student is obliged to report to

his/her supervisor, who, based on the analysis of the work performed and compliance of the term paper with the time limits, records the sequence of the student's work on the term paper. In case of significant delay from the scheduled deadlines without valid reasons, the supervisor of the term paper informs the department.

The completed term paper is submitted to the supervisor (lecturer) for review, after which the term paper is defended before the commission. The term paper is submitted to the supervisor for review no later than 2 weeks before the date of the defence.

The supervisor checks the text of the term paper submitted by the applicant to the department for compliance with the requirements established in these guidelines, evaluates the content and reasonableness of the main provisions of the work that will be the subject of the defence; checks the purposefulness, consistency and logic of the presentation of the material, clarifies or corrects unclear wording. In case of non-compliance with the requirements, the term paper is returned to the applicant for revision (in case of violation of academic integrity, with a warning). The revised text must be submitted to the department no later than one week before the defence.

Evaluation of the work contains formal and substantive criteria, as well as the criteria for defending the term paper:

formal criteria include: compliance with the deadlines for submitting the completed work, correctness of design, competence of structuring the work, availability of references, availability of illustrative material, use of modern literature, etc. The score for formal criteria cannot exceed 40 points out of 100 possible;

substantive criteria include: relevance of the topic, balance of sections of the work, correctness of the wording of the goals and objectives of the study, relevance of the content of the stated topic, degree of independence, presence of elements of scientific novelty, practical value of the work, knowledge of the latest literature, etc. The grade for the content criteria cannot exceed 50 points out of 100 possible;

the criteria for assessing the defence of the work include: the applicant's ability to present the material, his or her oratory, mastery of terminology in oral speech, ability to persuade, answers to the questions on the topic of the work, etc. The grade for the defence cannot exceed 10 points. All marks are entered in the evaluation sheet (Table 2).

The term paper evaluation criteria

Criteria for evaluating the term paper	Points
Formal:	40
quality work on the term paper assignment;	5
ability to search for and use the necessary literature, including fundamental research (textbooks, monographs), periodicals;	10
formatting of the work (compliance with technical requirements, availability of references, adherence to grammatical and stylistic rules);	15
timeliness component	10
Substantive:	50
relevance of the topic and originality of performance;	10
correctness and appropriateness of the methods and information used;	10
practical significance of the results obtained;	10
logic, ability to generalise and draw conclusions;	10
application of modern technologies and software;	5
self-assessment of the degree of achievement of the goal	5
Defence of the term paper	10
Final rating score for the term paper	100

The defence consists of a general conversation on the content of the work, a discussion of the problem under consideration, as well as answers to the questions from the commission members in order to determine the level of theoretical knowledge and practical skills of the applicant, the compliance of the work with the requirements, as well as the addition and consolidation of the knowledge gained as a result of the research. The assigned grade is recorded on the title page of the work.

References

Main

1. Гуторов О. І. Методологія та організація наукових досліджень : навч. посіб. / О. І. Гуторов ; Харк. нац. аграр. ун-т ім. В. В. Докучаєва. – Харків : ХНАУ, 2017. – 272 с.

2. Економічні дослідження (методологія, інструментарій, організація, апробація) : навч. посіб. / за ред. А. А. Мазаракі. – 2-ге вид. допов. – Київ : КНТЕУ, 2011. – 296 с.

3. Методологія наукових досліджень [Текст] : навч. посіб. / В. С. Антонюк, Л. Г. Полонський, В. І. Аверченков, Ю. А. Малахов. – Київ : НТУУ КПІ, 2015. – 274 с.

Additional

4. Грищенко І. М. Основи наукових досліджень : навч. посіб. / І. М. Грищенко, О. М. Григоренко, В. А. Борисейко. – Київ : КНТЕУ, 2001. – 186 с.

5. Єріна А. М. Методологія наукових досліджень / А. М. Єріна, В. Б. Захожай, Д. Л. Єрін. – Київ : Центр навчальної літератури, 2004. – 212 с.

6. Клименюк О. В. Методологія та методи наукового дослідження : навч. посіб. / О. В. Клименюк. – Київ : Міленіум. – 234 с.

7. Стеченко Д. М. Методологія наукових досліджень : підручник / Д. М. Стеченко. – Київ : Знання, 2007. – 317 с.

8. Філіпенко А. С. Основи наукових досліджень. Конспект лекцій : навч. посіб. / А. С. Філіпенко. – Київ : Академвидав, 2005. – 208 с.

9. Шейко В. М. Організація та методика науково-дослідницької діяльності : підручник / В. М. Шейко, Н. М. Кушнарєнко. – Київ : Знання, 2006. – 307 с.

Information resources

10. Державна служба статистики України [Електронний ресурс]. – Режим доступу : <http://www.ukrstat.gov.ua>.

11. Інформаційно-пошукова система [Електронний ресурс]. – Режим доступу : <http://inpos.com.ua>.

12. Кодекс академічної доброчесності Харківського національного економічного університету імені Семена Кузнеця [Електронний ресурс]. – Режим доступу : <https://www.hneu.edu.ua/kodeks-akadem-dobrochesnosti/>.

13. Пошукові служби Інтернет. – Режим доступу : <http://www.kinder.mksat.net/pages/libfndix/inetfind.htm>.

14. Сайт ПНС ХНЕУ ім. С. Кузнеця. – Режим доступу : <https://pns.hneu.edu.ua/course/view.php?id=8190>.

Appendices

Appendix A

A sample of the title page of a term paper

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY
OF ECONOMICS**

FACULTY OF MANAGEMENT AND MARKETING

DEPARTMENT OF MANAGEMENT, LOGISTICS AND INNOVATIONS

TERM PAPER:

"Basics of Scientific and Analytical Research"
on the topic " _____ "

Compiled by: 3rd year undergraduate student
group 6.03.073.XXX.XX.X
speciality 073 "Management"
educational and professional program " "
_____ SURNAME/First name

Supervisor: DSc., Prof.(CSc., Associate Professor)
of the Department of Management, Logistics and
Innovation S. Kuznets KhNUE
_____ SURNAME/First name (supervisor)

Number of points according
to the S. Kuznets KhNUE scale _____

Commission members _____ SURNAME/First name
_____ SURNAME/First name

Kharkiv – 2024

A sample of the introduction

INTRODUCTION

The current stage of the development of Ukraine's economy, as well as the peculiarities of market activity of domestic enterprises, determine the relevance of the marketing component in the formation of their competitive advantages. In order to implement an effective marketing strategy for the formation of competitive advantages, an enterprise needs an appropriate level of development of a management system capable of ensuring integration processes in all areas of its activity aimed at meeting the needs of the target market. In turn, achieving interaction and coherence of the implemented measures in each of the areas of activity should be based on system management. As a result, management of marketing activities in the internal processes of an enterprise acts as a coordinating principle that forms and activates the resources of the enterprise to achieve its marketing and management goals.

Methodological principles of formation and marketing management of competitive advantages are reflected in the works of many well-known foreign economists: F. Kotler, J.-J. Lambin, M. Porter, K. McConnell, K. Steilmann, Y. Yudanov, etc. The problems of forming competitive advantages and key success factors as the basis for marketing management of the strategic development of an enterprise are also highlighted in the works of well-known Ukrainian economists: L. Balabanova, A. Voichak, I. Dolzhansky, T. Zahorna, O. Zozulov, Y. Ivanov, V. Kardash, N. Kudenko, T. Omelianenko, P. Orlov, etc. The methodology of using the balanced scorecard in its marketing activities is reflected in the works of M. Porter, K. Prahalad, B. Tracy, F. Wiersema, N. Andy, A. Chris, K. Mike, M. Kyzym, A. Pylypenko, V. Zinchenko, A. Peshko, and others.

However, despite this, it should be noted that there is a lack of theoretical substantiation of the peculiarities of combining the means of marketing strategic analysis and the balanced scorecard as not only a corporate but also a marketing system for managing the competitive advantages of an enterprise, which in practice will ensure their coordinated

interaction in order to strengthen the market positions of domestic industrial enterprises.

The relevance of these problems, their theoretical importance, practical significance for improving the efficiency of marketing activities of industrial enterprises in the context of modern economic development have led to the choice of the topic of the research work, setting its purpose and objectives, as well as the logic of the study.

The goal of the term paper is to summarise theoretical provisions and develop methodological recommendations for the formation of competitive advantages of enterprises in the context of their marketing activities.

To achieve this goal, the following tasks were identified:

to summarise the theoretical aspects and evolution of the concepts of competitive advantages of an enterprise;

to study the key methods of effective positioning of the company's goods;

to summarise the current practice of assessing the competitiveness of enterprises.

The object of research is the process of forming competitive advantages of enterprises in the context of marketing activities.

The subject of the study is a set of theoretical, methodological provisions and practical tools for marketing management of competitive advantages of Ukrainian light industry enterprises.

The methodological basis of the study was formed by the works of leading foreign and domestic scholars and specialists in economic theory, as well as management and marketing theory. The main methods used in the process of solving the tasks are theoretical generalisation, analogy and abstract-logical method in the processes of generalisation of the main concepts and categories that form the theoretical basis of the study.

The information base of the study was formed by domestic and foreign sources of scientific information (monographs, articles, collections of scientific papers, reports, theses, case studies), materials of the State Statistics Service of Ukraine, periodicals and yearbooks, reports of international organisations, associations, expert assessments, as well as the results of the author's own research, thematic publications in the periodicals, and information from the Internet.

The scientific novelty of the results obtained is the generalisation of theoretical provisions and the development of methodological approaches to the use of marketing in the formation of competitive advantages of Ukrainian light industry enterprises.

The term paper consists of an introduction, three sections, conclusions, and a list of references. The total volume of the work is ___ pages of printed text. The term paper contains ___ tables on ___ pages, ___ figures. The list of references includes ___ titles.

Topics of term papers

1. Organisation of supply of material resources at the enterprise.
2. Planning the need for material resources at the enterprise.
3. Management of procurement of material resources at the enterprise.
4. Management of production capacity of the enterprise.
5. Organisation of the production process at the enterprise on the basis of logistics.
6. Management of the process of logistics customer service.
7. Organisation of consumer interaction with the company in the electronic environment using a CRM system.
8. Assessment of the quality of logistics services to consumers.
9. Standardisation of the logistics customer service process.
10. Planning of logistics works and services at the enterprise on the basis of international standards.
11. Efficiency of the use of logistics infrastructure at the enterprise.
12. Planning the loading of the logistics infrastructure of the enterprise.
13. Planning of sales activities of the enterprise.
14. Optimisation of product distribution channels.
15. Supply management of finished products under conditions of independent demand.
16. Supply management of finished products under conditions of dependent demand.
17. Management of sales inventory in the process of selling products.
18. Management of seasonal stocks of material and technical resources.
19. Organisation of logistics processes based on the principle of parallel engineering.
20. Organisation of logistics processes of a virtual enterprise.
21. Eco-friendliness of the transport process of the enterprise.
22. Planning an environmentally friendly process of distribution of finished products.
23. Efficiency of the use of logistics infrastructure at the enterprise.

24. Planning the loading of the logistics infrastructure of the enterprise.
25. Planning of sales activities of the enterprise.
26. Optimisation of product distribution channels.
27. Coordination of warehouse processing operations of a logistics company.
28. Norming and motivation of warehouse personnel labor.
29. Optimization of warehouse accounting and document flow.
30. Optimization of warehouse management.
31. Organisation of the warehouse process of the enterprise (choice of location, calculation of area, choice of equipment, equipment, form of ownership – insourcing/outsourcing ...).
32. Organisation of information and analytical support for the efficiency of inventory use.
33. Organisation of the process of supplying containers and packaging to an industrial enterprise.
34. Improving the efficiency of warehouse activities of the enterprise.
35. Warehouse management at a logistics enterprise.
36. Market segmentation and selection of the target segment for the logistics centre.
37. Performance management of a logistics centre unit.
38. Planning to increase the production capacity of a logistics centre unit.
39. Increasing the efficiency of the operational activities of the logistics centre unit.
40. Quality control of the cargo delivery system.

A sample of bibliographical references

Examples	One-volume editions
1	2
One author	Близнюк Т. П. Вплив циклічності розвитку економіки на інноваційну діяльність підприємства : монографія / Т. П. Близнюк – Харків : ФОП Александрова К. М., 2008. – 352 с.
	Краснова М. В. Договори в екологічному праві України : навч. посіб. / Київ. нац. ун-т ім. Тараса Шевченка. – Київ : Алерта, 2012. – 216 с. Кузніченко С. О. Закон України "Про правовий режим надзвичайного стану" : наук.-практ. комент. / С. О. Кузніченко ; Одес. держ. ун-т внутр. справ. – Харків : Право, 2015. – 164 с.
	Johnson L. K. Bombs, bugs, drugs and thugs: intelligence and America's quest for security / L. K. Johnson ; New York ; London : New York University Press, 2000. – 326 p.
Two authors	Петришина М. О. Міжнародно-правові стандарти у сфері місцевого самоврядування : наук. доп. / М. О. Петришина, О. А. Петришин ; Нац. акад. прав. наук України, НДІ держ. буд-ва та місц. самоврядування. – Харків : Право, 2016. – 44 с. – (Серія "Наукові доповіді").
	Ястремська О. М. Активізація інноваційної діяльності підприємств : монографія / О. М. Ястремська, Г. В. Демченко. – Харків : ФОП Лібуркіна Л. М., 2018. – 232 с.
Three authors	Ястремська О. М. Стимулювання діяльності менеджерів стратегічного рівня управління підприємствами : монографія / О. М. Ястремська, О. П. Куліков, А. С. Тутова. – Харків : ФОП Лібуркіна Л. М., 2023. – 324 с.
	Helfer M. E. The battered child / M. E. Helfer, R. S. Kempe, R. D. Krugman. – 5th ed. – Chicago, IL : University of Chicago Press, 1997. – 700 p.
Four or more authors	Коллективні політичні права і свободи людини та громадянина в Україні: проблеми теорії та практики : монографія / Є. І. Григоренко та ін. ; Харків. нац. ун-т ім. В. Н. Каразіна. – Харків : [б. в.], 2013. – 352 с.
	Управління життєдіяльністю підприємств промисловості : монографія / О. М. Ястремська, Г. В. Верещагіна, О. В. Авраменко та ін. ; за заг. ред. докт. екон. наук, професора Ястремської О. М., канд. екон. наук, доцента Верещагіної Г. В. – Харків : ХНЕУ ім. С. Кузнеця, 2014. – 432 с.
	The mutual fund industry: Competition and investor welfare / R. G. Hubbard et. al. – New York, NY : Columbia University Press, 2010. – 256 p.

1	2
Author(s) and editor(s)/ compiler(s)	Петрик О. І. Шлях до цінової стабільності: світовий досвід і перспективи для України : монографія / відп. ред. В. М. Геєць. – Київ : УБС НБУ, 2008. – 369 с.
	Plath S. The unabridged journals / S. Plath ; ed. K. V. Kukil. – New York, NY : Anchor, 2000. – 680 p.
Author(s) and translator(s)	Прахалад К. К. Майбутнє конкуренції / К. К. Прахалад, В. Рамасвами [переклад з англ.]. – Київ : Вид-во Олексія Капусти. 2005. – 241 с.
No author	Галузева економічна політика держави: проблеми правового забезпечення : колект. моногр. / за наук. ред. Д. В. Задихайла. – Харків : Юрайт, 2013. – 520 с. (Серія: "Наукові праці кафедри господарського права Національного університету "Юридична академія України імені Ярослава Мудрого" ; т. 1).
	Конституція України: наук.-практ. комент. / редкол.: В. Я. Тацій (голова) та ін. – 2-ге вид., переробл. і допов. – Харків : Право, 2012. – 1128 с.
A book chapter	Москаленко Н. О. Вклад HR-менеджменту в управлінні талантами / Н. О. Москаленко // Генеза менеджменту: системи, процеси, проекти : колективна монографія / за ред. проф. В. Г. Алькеми. – Київ : Університет "КРОК", 2023. – Розд. 1.4. – С. 41–72.
	Salun M. The perspectives for Latvian-Ukrainian economic cooperation / M. Salun, K. Zaslavska // Mechanisms of interaction between competitiveness and innovation in modern international economic relations : collective monograph: in 4 vol. / edited by M. Bezpartochnyi ; ISMA University. – Riga : "Landmark" SIA, 2017. – Vol. 3. – P. 101–109.
Thesis abstracts	Максімова М. В. Формування системи фінансового контролінгу банківської діяльності. – На правах рукопису : дисертація на здобуття наукового ступеня кандидата економічних наук за спеціальністю 08.00.08 "Гроші, фінанси і кредит" / М. В. Максімова. – Харківський національний економічний університет імені Семена Кузнеця. – Харків, 2014. – 20 с.
	Попов О. В. Організація маркетингової діяльності підприємств машинобудівного кластеру : автореф. дис. на здобуття наук. ступеня канд. екон. наук : спец. 08.00.04 "Економіка та управління підприємствами (за видами економічної діяльності)" / О. В. Попов ; Харківський національний економічний університет. – Харків, 2014. – 20 с.
An article from a periodical	Коюда В. О. Теоретично-прикладні аспекти формування іміджу вищого навчального закладу / В. О. Коюда, М. І. Пасько // Проблеми економіки. – 2018. – № 3. – С. 113–121.
	Avramenko O. V. Foresight-technology in the system of logistics management of the enterprise / O. V. Avramenko // Науковий вісник Херсонського держ. ун-ту. – Херсон : ВД "Гельветика", 2019. – Вип. 33. – С. 67–72. – Серія "Економічні науки".

Contents

Introduction.....	3
1. General provisions.....	5
2. The structure, content, and volume of the term paper.....	6
3. Rules for formatting a term paper	9
4. The system of the term paper evaluation	11
References	13
Main.....	13
Additional.....	14
Information resources	14
Appendices.....	15

НАВЧАЛЬНЕ ВИДАННЯ

ОСНОВИ НАУКОВО-АНАЛІТИЧНИХ ДОСЛІДЖЕНЬ

**Методичні рекомендації
до виконання курсової роботи
для здобувачів вищої освіти
спеціальності 073 "Менеджмент"
освітньої програми "Логістика"
першого (бакалаврського) рівня
(англ. мовою)**

Самостійне електронне текстове мережеве видання

Укладачі: **Мартиненко** Марина Вікторівна
Литовченко Ірина Володимирівна

Відповідальний за видання *О. М. Ястремська*

Редактор *З.В. Зобова*

Коректор *З. В. Зобова*

Подано методичні рекомендації до виконання курсової роботи. Уміщено завдання, із метою розвитку професійних компетентностей, якими має володіти здобувач вищої освіти після вивчення навчальної дисципліни.

Рекомендовано для здобувачів вищої освіти спеціальності 073 "Менеджмент" освітньої програми "Логістика" першого (бакалаврського) рівня.

План 2024 р. Поз. № 158 ЕВ. Обсяг 24 с.

Видавець і виготовлювач – ХНЕУ ім. С. Кузнеця, 61166, м. Харків, просп. Науки, 9-А

*Свідоцтво про внесення суб'єкта видавничої справи до Державного реєстру
ДК № 4853 від 20.02.2015 р.*