



Syllabus Course Program



Project analysis and business planning

Specialty

073 - Management

Educational program

International business

Level of education

Bachelor's level

Semester

7

Institute

Institute of Education and Science in Economics,
Management and International Business

Department

Management (204)

Course type

Optional discipline of the profile preparation

Language of instruction

English,

Lecturers and course developers



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Ph.D. (C.Sc.) in Economic Sciences, associate professor of Management department

Author of more than 60 scientific and educational works, including textbooks. Lecturer in the courses: "International Business", "Management of export-import operations", "Project Analysis and Business Planning"

[More about the lecturer on the department's website](#)

General information

Summary

The discipline is aimed at studying the basic principles and methods of modern analysis of investment and innovation projects and programs, the decision-making procedure in project analysis, as well as the possibilities of business planning from the point of view of its marketing rationale, technical capabilities, evaluation of financial aspects and economic attractiveness of projects as a whole

Course objectives and goals

The purpose of the discipline is the formation of future bachelors' knowledge on the methodology and organization of project analysis, taking into account scientific research, as well as their acquisition of skills and abilities of business planning.

Format of classes

Lectures are delivered interactively with the use of multimedia technologies. Practical workshops use a project-based learning approach, game-based methods, and focus on the use of information technology in Project analysis and business planning. Learning materials are available to students via OneNote MS 365.

Competencies

GC03. The ability for abstract thinking, analysis, synthesis.

GC04. The ability to apply knowledge in practical situations.

GC11. The ability to adapt to a new situation and take an action.
GC12. The ability to generate new ideas (creativity).
SC01. The ability to identify and describe the characteristics of organizations.
SC02. The ability to analyze the results of an organization's activity, to compare them with the factors of the external and internal environment.
SC07. The ability to choose and use modern tools of management.
SC08. The ability to plan the organization activity and to manage time.
SC12. The ability to analyze and structure the organizational problems, make informed and justified decisions.

Learning outcomes

LO 03. To demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.
LO 04. To demonstrate the ability to identify problems and justify managerial decisions.
LO 05. To describe the content of the functional areas of an organization
LO 06. To demonstrate the skills related to search, collection, and analysis of information, calculation of indicators for substantiation of managerial decisions.
LO 07. To demonstrate the skills of organizational planning.
LO 09. To demonstrate the skills of interaction, leadership, and teamwork.
LO 11. To demonstrate the skills of situation analysis and communications in various areas of an organization's activities.
LO 17. To conduct research individually and/or in a group under the supervision of a leader.

Student workload

The total volume of the course is 150 hours (5 ECTS credits): lectures - 16 hours, laboratory classes - 32 hours, self-study - 102 hours.

Course prerequisites

To successfully complete the course, students must have knowledge and practical skills in the following disciplines: Enterprise Economics, Fundamentals of Management, International Business, Fundamentals of Financial Management, Innovation Management.

Features of the course, teaching and learning methods, and technologies

Interactive lectures with presentations on the Teams MOffice 365 platform, practical classes, seminars, teamwork, case method, student feedback method, problem-based learning in distance format, gamification

Program of the course

Topics of the lectures

Topic 1. The essence of project analysis
1.1 Characteristics and principles of project analysis.
1.2. Goals of project analysis and its main components
1.3. Advantages of project analysis
Topic 2. Concept of the project and its life cycle
1. The concept of a project in the system of international project analysis.
2. Main elements of the project.
3. Types of projects and their classification
Topic 3. The project as an object of project analysis
1. The project as an object of management
2. Interrelationships between project, program, portfolio management
3. Standards for project management
Topic 4. Business planning
1. The essence and principles of business planning

2. Basic approaches to the formation of a business plan and its varieties
 3. Various requirements and standards for design and drawing up a business plan
- Topic 5. Preparatory stage of business plan development
1. The process of strategic planning at the preparatory stage.
 2. Assessment of favorable external opportunities and threats to the implementation of the business project, its strengths and weaknesses
 3. SWOT analysis of the company's activities
 4. Defining the mission of the enterprise (business project) and forming the goals of its activity
- Topic 6. Marketing plan
1. Goals and logic of the marketing plan.
 2. Formation and implementation of marketing strategy.
 3. Pricing process and price setting.
- Topic 7. Production and organizational plan.
1. Planning of production capacity.
 2. Cost forecast.
 3. Choice of organizational and legal form of business.
 4. Determination of personnel needs.
- Topic 8. Financial plan and evaluation of the effectiveness of the implementation of the investment project
1. Funding strategy
 2. Plan of cash receipts and payments.
 3. Plan balance.

Topics of the workshops

- Topic 1. The essence of project analysis
1. Functions of project analysis.
 2. Basic elements and methods of project analysis.
 3. Objects of research in the system of project analysis.
- Topic 2. Concept of the project and its life cycle
1. Classification of projects.
 2. Life cycle of the project.
 3. The concept of project values. Determining the value of the project.
- Topic 3. The project as an object of project analysis
1. A systematic approach to project management.
 2. Characteristics of the project as a management object.
 3. PMBOK, PRINCE2 and other project management standards.
- Topic 4. Business planning
1. Business plan as a necessary tool of enterprise activity.
 2. Business plan standards.
 3. Structure, logic of business plan development. Goals of developing a business plan
- Topic 5. Preparatory stage of business plan development
1. Collection and analysis of information about the company's products (services).
 2. Calendar plan for development of all stages of the project before commissioning. Gantt chart.
 3. SWOT analysis of the enterprise
 4. Defining the mission of the enterprise (business project) and forming the goals of its activity
- Topic 6. Marketing plan
1. Assessment of attractiveness of market segments.
 2. Methods of determining the effectiveness of marketing activities.
 3. The structure of the marketing plan.
 4. Formation and calculation of the price.
- Topic 7. Production and organizational plan.
1. Production program of the enterprise.
 2. The structure of the production plan.
 3. The structure of the organizational plan.
 4. The importance of the human factor in managing the organization.

Topic 8. Financial plan and evaluation of the effectiveness of the implementation of the investment project

1. Content and technology of developing a financial plan
2. Assessment of the financial state of the enterprise
3. Methods of assessing the effectiveness of investments of business entities

Topics of the laboratory classes

Laboratory classes are not provided

Self-study

Students' self-study involves working out the theoretical foundations of the lecture material they have heard; study of individual topics or questions that are provided for self-study; preparation for speaking at a practical session; solving and writing problems, schemes, diagrams, other works of a graphic nature; preparation of abstracts of educational or scientific texts; preparation for the semester control. Control of individual tasks is carried out by checking the individual assignments provided for in the curriculum.

Course materials and recommended reading

Compulsory materials:

- 1.
3. Mohapatra R. Development Planning and Project Analysis Part I & Part / LAP LAMBERT Academic Publishing. 2017. 636 p.
4. Pollio G. International Project Analysis and Financing / Red Globe Press London. 1999. 256 p.
5. Koster K. International Project Management / Sage Publications. 2009. 392 p.

Additional materials:

1. Кононенко І.В. Розробка проектів, планів та програм розвитку соціально-економічних систем : навч. посіб. / І.В. Кононенко, О.В. Ємельянова, О.І. Чайкова ; за ред. проф. І.В. Кононенка. Х. : Вид-во «Підручник НТУ «ХПІ», 2012. 336 с.
2. Проектний аналіз [Текст] : підручник / А. І. Яковлев ; Харківський політехнічний ін-т, нац. техн. ун-т. - Харків : НТУ «ХПІ», 2015. 340 с.
3. Кожушко, Л. Ф. Управління проектами [Текст] : навч. посібник / Л. Ф. Кожушко, С. М. Кропивко ; НУВГП. Київ : Кондор, 2014. 388 с.
4. Шигимага А.Ф. Проектний аналіз [Текст] : навч. посібник / А. Ф. Шигимага, Н. В. Ільченко. Київ : Кондор, 2015. – 320 с.
5. Яковлев А.І. Проектний аналіз інноваційно-інвестиційної діяльності [Текст] : навч. посібник / Яковлев А. І. ; Харківський політехнічний ін-т, нац. техн. ун-т. Харків : Підручник НТУ «ХПІ», 2012. 208 с.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

Description of the final score structure, course requirements, and necessary steps to earn points, especially paying attention to self-study and individual assignments.

Grading scale

Total points	National	ECTS
90-100	Excellent	A
82-89	Good	B
75-81	Good	C
64-74	Satisfactory	D
60-63	Satisfactory	E
35-59	Unsatisfactory (requires additional learning)	FX
1-34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

28.08.2024

Head of the department
Olena PROKHORENKO

28.08.2024

Guarantor of the educational program
Olena CHAIKOVA