



Syllabus Course Program

International project analysis and business planning

Specialty

073 – Management

Institute

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

Educational program

International Business

Department

Management (204)

Level of education

Bachelor's level

Course type

Elective, Special (professional) training

Semester

7

Language of instruction

English,

Lecturers and course developers



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

Work experience - 20 years. The author of more than 60 scientific, educational and methodological works, including textbooks. Course instructor: "International business", "Management of export-import operations", "International 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, workshops, self-study. Individual assignment. Final control in the form of a Differentiated grading.

Competencies

GC12. The ability to generate new ideas (creativity).

SC08. The ability to plan the organization activity and to manage the time.

SC12. The ability to analyze and structure the problems of an organization, to form reasonable decisions.

Learning outcomes

LO 04. To demonstrate the ability to identify problems and justify managerial decisions.

LO 06. To demonstrate the skills related to search, collection, and analysis of information, calculation of indicators for substantiation of managerial decisions.

LO 09. To demonstrate skills of interaction, leadership, and teamwork.

Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures - 32 hours, practical studies- 16 hours, self-study - 48 hours.

Course prerequisites

To successfully complete the course, you must have knowledge and practical skills in the following disciplines: Enterprise Economics, Fundamentals of Management, International Business, International investment activity

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

Interactive lectures with presentations on the Teams MOffice 365 platform. Practical classes are conducted interactively using multimedia and information technologies. Group work, game design is provided. Learning materials are available to students through Microsoft Teams, OneNote and OneDrive.

Program of the course

Topics of the lectures

Topic 1. The essence of the international project analysis

Lecture 1. Characteristics and principles of international project analysis

Lecture 2. Goals of project analysis and its key components. Advantages of project analysis

Topic 2. Project concept and its life cycle

Lecture 3. The concept of a project in the project analysis system. Life cycle of a project.

Lecture 4. Types of projects and their classification

Topic 3. Project as an object of project analysis

Lecture 5. The project as a management object

Lecture 6. Interrelations between project management, program, and portfolio. Project management standards.

Topic 4 Basics of creating startups

Lecture 7. Creation of a startup and the basics of its functioning

Lecture 8. Business models and their application in startups

Topic 5. Business planning

Lecture 9. The essence and principles of business planning

Lecture 10. Main approaches to business plan development and its types. Requirements and standards

Defining the enterprise's (business project's) mission and forming its goals

Topic 6. Marketing plan

Lecture 11. Goals and logic of the marketing plan. Development and implementation of marketing strategy

Lecture 12. Pricing process and price determination

Topic 7. Organizational and production plan

Lecture 13. Choosing the organizational and legal form of business. Identifying personnel needs

Lecture 14. Planning production capacity and cost forecasting

Topic 8. Financial plan and evaluation of investment project implementation efficiency

Lecture 15. Financing strategy. Plan for cash inflows and outflows

Lecture 16. Planned balance sheet and evaluation of investment project efficiency

Topics of the workshops

Topic 1. The essence of project analysis

Workshop 1. Functions, methods and objects of research in project analysis

Topic 2. Project concept and its life cycle

Workshop 2. Classification of projects, life cycle, and assessment of their value

Topic 3. Project as an object of project analysis

Workshop 3. Systematic approach to project management and international standards

Topic 4 Basics of creating startups

Workshop 4. Building a startup business model

Topic 5. Business planning

Workshop 5. Business plan as a strategic management tool

Topic 6. Marketing plan

Workshop 6. Market assessment and creation of a marketing plan

Topic 7. Production and organizational plan

Workshop 7. Planning of production processes and organizational structure of the enterprise

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

Workshop 8. Financial strategy and methods for evaluating investment performance

Topics of the laboratory classes

No laboratory classes are included in the plan

Self-study

Students' independent work involves working out the theoretical foundations of the lecture material they have listened to; study of individual topics or questions that are provided for independent study; preparation for speaking at a practical session; preparation for the semester control.

The discipline involves the preparation of a calculation task on the key issues of the educational component.

Course materials and recommended reading

Compulsory materials:

1. Cox K. Business Analysis, Requirements, and Project Management / CRC Press. 2022 p. 218 p.
 2. Paul D, Cadle, Eva M. Business Analysis / BCS, The Chartered Institute for IT. 2020. 438 p.
 3. McDonald K. Brandenburg L. How To Be An Agile Business Analyst / KBP Media; 1. Edition. 2020. 234 p.
 4. Mohapatra R. Development Planning and Project Analysis Part I & Part / LAP LAMBERT Academic Publishing. 2017. 636 p.
 5. Cadle J. and all. Business Analysis Techniques: 123 essential tools for success / BCS, The Chartered Institute for IT. 2021. 727 p.
 6. The official site of the Institute of Project Management. Access mode:
<https://www.pmi.org/standards/pmbok>
 7. Official website of the International Institute of Business Analysis. Access mode:
<https://www.iiba.org/knowledgehub/>
 8. A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Seventh Edition and The Standard for Project Management. USA : Project Management Institute, 2021. 250 p.
 9. Blank, S., & Dorf, B. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. Wiley. 2021. 608c.
 10. Osterwalder, A., Pigneur, Y., Smith, A., & Bernarda, G. The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models. Wiley. 2020. 400p
- Additional materials:
1. Horine G. Project Management Absolute Beginner's Guide. / Que Publishing; 4th edition, 2017. - 448 p.
 2. Grant W. How to Write a Winning Business Plan: A Step-by-Step Guide for Startup Entrepreneurs to Build a Solid Foundation, Attract Investors and Achieve Success. 2020. 140p.
 3. Miller D. How to Grow Your Small Business: A 6-Step Plan to Help Your Business Take Off. HarperCollins Leadership. 2023. 464 p.
 4. Amit R. Business Model Innovation Strategy: Transformational Concepts and Tools. Wiley. 2022. 400p..

Assessment and grading

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

The academic success of a student of higher education is determined by the criteria and the system for evaluating the knowledge and skills of students, which is used in NTU KhPI (<http://surl.li/ppxix>).

The final control is carried out based on the results of the final test or as a result of the accumulation of points from the student's performance of various types of current educational activities.

Current assessment:

- evaluation of tasks in practical classes - up to 5 points for each class;

- online test - 10 points each test;

- individual tasks (presentation) - 20 points.

Participation in student Olympiads, scientific work competitions, grants, research projects - 10 points for each type of activity.

Publication of scientific articles, report abstracts at the conference on the subject of the course - 10 points for each type of activity.

Participation in non-formal and informal education programs, completion of recommended online courses - 20 points each

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: https://blogs.kpi.kharkov.ua/v2/nv/?page_id=208

Approval

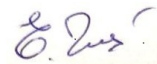
Approved by

28.08.2024 p.



Head of the department
Olena PROKHORENKO

28.08.2024 p.



Academic Supervisor of the
educational program
Olena CHAIKOVA