

**PJSC "Higher Education Institution
"INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"**



**SYLLABUS OF THE ACADEMIC DISCIPLINE
«INTERNATIONAL PROJECT ANALYSIS AND BUSINESS PLANNING»**

Specialty: **D3 Management**
Educational level: **first (bachelor's) level**
Educational program: **Management**

General information about the academic discipline

Name of the academic discipline	International project analysis and business planning
Code and name of specialty	D3 "Management"
Level of higher education	first (bachelor's) level of higher education
Discipline status	selective
Number of credits and hours	3 credits / 90 hours. Lectures: 20 Seminar classes: 14 Independent work of students: 56
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	test
Discipline page on the website	

General information about the teacher. Contact information.

KONONOV IVAN OLEKSANDROVYCH	
Academic degree	Candidate of Economic Sciences, Associate Professor
Academic title	Docent
Position	Associate Professor of the Department of Management
Disciplines taught by the NPP	Fundamentals of entrepreneurship Business Management Fundamentals Operational management Fundamentals of scientific research in management Motivational management
Areas of scientific research	Improving methods of economic analysis of enterprises, making management decisions under conditions of uncertainty
Links to identifier registries for scientists	Google Scholar https://scholar.google.com.ua/citations?user=b1X-A85sAAAAJ&hl=uk&oi=sra
Teacher contact information:	
Email:	iakononov@ukr.net
Contact phone number	+380673761087
Teacher's portfolio on the website of the department / institute / academy	https://kh.maup.com.ua/

Course annotation. 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 business planning capabilities in terms of its marketing justification, technical capabilities, and assessment of financial aspects and economic attractiveness of projects as a whole..

The subject of the academic discipline «International project analysis and business planning» are a set of methods, processes and tools for comprehensively justifying investment decisions within international business in order to ensure their viability and effectiveness.

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

Objectives of the academic discipline: mastering the methodology of comprehensive analysis of projects according to international standards (UNIDO, World Bank), acquiring skills in developing professional business plans to attract foreign investment, studying tools for quantitative assessment of the effectiveness and risks of international projects, developing skills to justify strategic decisions in the context of global competition, as well as mastering methods of monitoring and post-audit of project implementation results.

Prerequisites of the academic discipline. 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 Activities".

Postrequisites of the academic discipline. The competencies acquired during the study of the discipline are the basis for mastering international financial management, strategic market analysis, preparing investment-oriented master's theses, as well as for professional activities in the fields of financial consulting, project management, and attracting international grants.

Content of the academic discipline (full-time education)

No.	Topic name	Teaching methods/assessment methods
CONTENT MODULE 1. ESSENCE OF INTERNATIONAL PROJECT ANALYSIS		<p>Teaching methods: verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistical data, graphs); explanatory and illustrative; reproductive; problem-based presentation method; partially searchable; research; interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practicing modeling skills); case method (analysis of real economic situations, problem finding, proposal of solutions, construction of models); modeling of professional activities (building economic models, forecasting, scenario modeling).</p> <p>Assessment methods:</p>
Topic 1.	Characteristics and principles of international project analysis	
Topic 2.	Project concept and life cycle	
Topic 3.	Types of projects and their classification	
Topic 4.	The project as an object of project analysis	
Topic 5.	Basics of creating startups	
CONTENT MODULE 2. BUSINESS PLANNING		
Topic 6.	The essence and principles of business planning	
Topic 7.	Marketing plan	
Topic 8.	Organizational and production plans of a business project	
Topic 9.	Financial plan and assessment of the effectiveness of the investment project implementation	
Topic 10.	Funding strategy	

		<p>oral control (oral questioning, evaluation of participation in discussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays); test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting).</p>
Modular test		
Form of control: credit		

Technical facilities and/or software. The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyze economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);

- working with problem situations (analytical cases, scenario modeling of economic processes).

**Assessment system and requirements.
Table of points awarded to higher education students***

Topics	Ongoing knowledge assessment										Final control		
											Modular test	Credit**	Total points
		Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Assessment criteria for a module test in an academic discipline "International project analysis and business planning."

When assessing a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);

- a grade of "good" (B) is given for completing 80% of all tasks;

- a grade of "good" (C) is given for completing 70% of all tasks;

- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;

- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;

- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

Final semester assessment for the discipline "International project analysis and business planning" is a mandatory form of assessment of student learning outcomes. It is conducted within the timeframe specified by the curriculum and covers the scope of material specified by the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfect	Good	Satisfactory	Unsatisfactory
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

A 100-point, national and ECTS assessment scale is used to assess the learning outcomes of a higher education student during the semester.

Final assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfect	Passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	not accepted with the possibility of retaking

0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline
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Course policy.

For successful mastering of the course "International project analysis and business planning":

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course «International project analysis and business planning» involves the assimilation and observance of the principles of ethics and academic integrity, in particular the orientation towards preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and authorial, not overloaded with quotations, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.

Main literature:

1. Verba V. A., Grebeshkova O. M. Project analysis: textbook. Kyiv: KNEU, 2021. 430 p.
2. Savitska N. L., Sardak S. E. International Project Management: Textbook. Dnipro: DNU, 2022. 288 p.
3. Behrens W., Hawranek PM Manual for the Preparation of Industrial Feasibility Studies. Vienna: UNIDO, 2021.
4. Osterwalder A., Pigneur Y. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Wiley, 2023. 288 p.
5. Kozarevic E. Project Analysis and Management. McGraw-Hill Education, 2022. 415 p.

Additional literature:

1. Babich V. V. Business planning in the system of international business: a textbook. Kyiv: Center for Educational Literature, 2020. 312 p.
2. Bereziak I. I. Management of international investment projects: monograph. Lviv: Magnolia 2006, 2021. 256 p.
3. Guide to the Project Management Body of Knowledge (PMBOK Guide). 7th ed. Project Management Institute (PMI), 2021. 250 p.
4. Metrick A., Yasuda A. Venture Capital and the Finance of Innovation. 3rd ed. Wiley, 2021. 544 p.

Electronic resources:

1. UNIDO (United Nations Industrial Development Organization) — methodological materials and standards for industrial development. URL:<https://www.unido.org/>.
2. World Bank: Project Cycle — World Bank knowledge base on the stages and criteria for evaluating international projects. URL:<https://www.worldbank.org/en/projects-operations/products-and-services/brief/projectcycle>.
3. Bplans is the largest database of business plan templates and examples by industry. URL:<https://www.bplans.com/>.
4. Strategyzer is the official resource for working with the Business Model Canvas and Value Proposition Canvas. URL:<https://www.strategyzer.com/>.

5. Project Management Institute (PMI) — international standards and certification in the field of project management. URL:<https://www.pmi.org/>.