

**NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL
SCIENCES OF UKRAINE**
Department of Production and Investment Management

“CONFIRM”
Faculty of Agrarian Management

“15” June 2026 p.

PROGRAM OF THE COURSE

BUSINESS FINANCE

Field of knowledge 07 “Management and Administration”

Specialty 073 “Marketing”

Academic Program “Marketing”

Faculty agrarian management

Developers: As. Professor K.A. Alekseieva, Production and Investment
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Kyiv - 2026

Description of the academic discipline "Business Finance". The discipline “Business Finance” is core. The study of business finance aims to develop basic knowledge about financial relations, the formation of financial resources, financial planning, and the organization of financial activities of enterprises. This allows applicants of higher education to evaluate financial resources and performance, as well as apply financial management skills. The discipline provides the applicants of higher education with toolkit required for making financial decisions in terms of uncertainty.

Field of Study, Specialty, Academic program, Academic degree		
Academic degree	Bachelor	
Specialty	075 “Marketing”	
Academic Program	Marketing	
Characteristics of the course		
Type	Core	
Total number of hours	90	
Number of ECTS credits	<u>3</u>	
Number of content modules	<u>2</u>	
Term paper/Project paper	-	
Form of assessment	Exam	
Indicators of the course for full-time and part-time forms of study		
	Form of study	
	Full-time	Part-time
Year of study	2	-
Semester	3	-
Lecture classes	15 hours.	-.
Seminars	15 hours	-
Laboratory	-	-
Self-study	60 hours.	-
Hours per week (full-time program)	2 hours	-

1. Purpose, competencies and program outcomes of the course

The **purpose** of teaching the discipline “Business finance” is to provide students with fundamental theoretical and practical knowledge about the organization of financial activities of enterprises, the peculiarities of the formation of financial resources, mastering methods of assessing the financial condition of enterprises and financial planning

List of academic disciplines that precede the study of "Business Finance": Economics, Management, Marketing, Accounting

Acquisition of competencies:

Integral competence (IC): The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

general competencies (GC):

GC5. Determination and persistence in relation to the tasks set and responsibilities assumed.

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

GC7. Ability to apply knowledge in practical situations.

GC14. Ability to act socially responsible and conscious.

special competencies (SC):

SC3. Ability to use theoretical principles of marketing to interpret and predict phenomena and processes in the marketing environment.

SC4. Ability to conduct marketing activities based on understanding the essence and content of marketing theory and functional relationships between its components.

SC7. Ability to determine the impact of functional areas of marketing on the results of economic activity of market entities.

SC8. Ability to develop marketing support for business development in conditions of uncertainty.

SC14. Ability to propose improvements in the functions of marketing activities.

SC 15. Ability to theoretically generalize and practically use marketing tools in order to solve business problems and to increase the efficiency of the functioning of entities of entrepreneurial activity.

Program learning outcomes (PLO):

PLO 13. To be responsible for the results of their activities, show entrepreneurial and managerial initiative skills.

PLO 19. Demonstrate skills of developing an enterprise's marketing policy, applying modern methods, concepts and tools of marketing product policy, pricing, sales, communications, consumer behavior research, and target audience formation in order to determine the prospects for the development of market entities.

2. Program and structure of the course

Names of content modules and topics	Number of hours											
	Full-time form					Part-time form						
	week s	Total class room	including					total	including			
l			p	la b	in d	s/s	l		p	la b	in d	s/s
Module 1. FUNDAMENTALS OF BUSINESS FINANCE. ORGANIZATION OF CASH SETTLEMENTS OF ENTERPRISE												
Topic 1. Fundamentals of business finance	1-2	4	2	2			5					
Topic 2. Cash receipts of enterprises and profit generation	1-4	4	2	2			5					
Topic 3. Taxation	5-6	4	2	2			10					
Topic 4. The time value of money	7-8	4	2	2			10					
Total for module 1			8	8			30					
Module 2. FINANCIAL SUPPORT OF FIXED ASSETS REPRODUCTION. ASSESSMENT OF THE FINANCIAL CONDITION OF ENTERPRISES												
Topic 5. Assessment of the financial condition of the enterprise	9-10	4	2	2			10					
Topic 6. Financial planning in enterprises	11-13	4	2	2			10					
Topic 7. Financial rehabilitation of enterprises	14-15	6	3	3			10					
Total for module 2			7	7			30					
Total		90	15	15			60					
Term paper												
Total		90	15	15			60					

3. Lecture topics

№	Topic titles	Hours
1	Topic 1. Fundamentals of business finance	2
2	Topic 2. Cash receipts of enterprises and profit generation	2

3	Topic 3. Taxation	2
4	Topic 4. The time value of money	2
6	Topic 5. Assessment of the financial condition of the enterprise	2
7	Topic 6. Financial planning in enterprises	2
8	Topic 7. Financial rehabilitation of enterprises	3
	Total	15

4. Topics of practical classes

№	Topic titles	Hours
1	Topic 1. Fundamentals of business finance	2
2	Topic 2. Cash receipts of enterprises and profit generation	2
3	Topic 3. Taxation	2
4	Topic 4. The time value of money	2
6	Topic 5. Assessment of the financial condition of the enterprise	2
7	Topic 6. Financial planning in enterprises	2
8	Topic 7. Financial rehabilitation of enterprises	3
	Total	15

5. Self-study work topics

№	Topic titles	Hours
1	Topic 1. Fundamentals of business finance	5
2	Topic 2. Cash receipts of enterprises and profit generation	5
3	Topic 3. Taxation	10
4	Topic 4. The time value of money	10
6	Topic 5. Assessment of the financial condition of the enterprise	10
7	Topic 6. Financial planning in enterprises	10
8	Topic 7. Financial rehabilitation of enterprises	10
	Total	60

6. Methods and diagnostic tools for learning outcomes:

- oral or written survey;
- interview;
- testing;
- defense of practical works, projects;
- defense of term paper

7. Methods of teaching:

- problem-based learning method;
- practice-oriented learning method;
- case method;
- project-based learning method;
- research-based learning method;
- discussion-based learning method;
- teamwork, brainstorming method
- gamified learning method.

8. Assessment of learning outcomes.

The knowledge of a higher education applicant is assessed on a 100-point scale and is converted into a national assessment in accordance with the current "Regulations on Examinations and Tests at the NUBiP of Ukraine"

8.1. Distribution of grades by types of educational activities

Type of educational activity	Learning outcomes	Assessment
Module 1. " FUNDAMENTALS OF BUSINESS FINANCE. ORGANIZATION OF CASH SETTLEMENTS OF ENTERPRISE "		
Lecture 1	-	-
Practical work 1.	<p>PLO 13 To be responsible for the results of one's activity, to show entrepreneurial and managerial initiative skills.</p> <p>PLO 19 Demonstrate the skills of developing the company's marketing policy, apply modern methods, concepts and tools of marketing product policy, pricing, sales, communications, researching consumer behavior, forming a target audience in order to determine the prospects for the development of market entities.</p>	12
Lecture 2	-	-
Practical work 2.	<p>PLO 13 To be responsible for the results of one's activity, to show entrepreneurial and managerial initiative skills.</p> <p>PLO 19 Demonstrate the skills of developing the company's marketing policy, apply modern methods, concepts and tools of marketing product policy, pricing, sales, communications, researching consumer behavior, forming a target audience in order to determine the prospects for the development of market entities..</p>	12
Lecture 3	-	-
Practical work 3.	<p>PLO 13 To be responsible for the results of one's activity, to show entrepreneurial and managerial initiative skills.</p> <p>PLO 19 Demonstrate the skills of developing the company's marketing policy, apply modern methods, concepts and tools of marketing product policy, pricing, sales, communications, researching consumer behavior, forming a target audience in order to determine the prospects for the development of market entities.</p>	12
Lecture 4	-	-
Practical work 4.	<p>PLO 13 To be responsible for the results of one's activity, to show entrepreneurial and managerial initiative skills.</p> <p>PLO 19 Demonstrate the skills of developing the company's marketing policy, apply modern methods, concepts and tools of marketing product policy, pricing, sales, communications, researching consumer behavior, forming a target audience in order</p>	12

	to determine the prospects for the development of market entities.	
Self-study work 1.	PLO 13 To be responsible for the results of one's activity, to show entrepreneurial and managerial initiative skills.	22
Module work 1.		30
Total for module 1		100
Module 2. " FINANCIAL SUPPORT OF FIXED ASSETS REPRODUCTION. ASSESSMENT OF THE FINANCIAL CONDITION OF ENTERPRISES "		
Lecture 5		
Practical work 5.	PLO 13 To be responsible for the results of one's activity, to show entrepreneurial and managerial initiative skills. PLO 19 Demonstrate the skills of developing the company's marketing policy, apply modern methods, concepts and tools of marketing product policy, pricing, sales, communications, researching consumer behavior, forming a target audience in order to determine the prospects for the development of market entities.	16
Lecture 6		
Practical work 6.	PLO 13 To be responsible for the results of one's activity, to show entrepreneurial and managerial initiative skills. PLO 19 Demonstrate the skills of developing the company's marketing policy, apply modern methods, concepts and tools of marketing product policy, pricing, sales, communications, researching consumer behavior, forming a target audience in order to determine the prospects for the development of market entities.	16
Lecture 7		
Practical work 7.	PLO 13 To be responsible for the results of one's activity, to show entrepreneurial and managerial initiative skills. PLO 19 Demonstrate the skills of developing the company's marketing policy, apply modern methods, concepts and tools of marketing product policy, pricing, sales, communications, researching consumer behavior, forming a target audience in order to determine the prospects for the development of market entities.	16
Self-study work 2.	PLO 19 Demonstrate the skills of developing the company's marketing policy, apply modern methods, concepts and tools of marketing product policy, pricing, sales, communications, researching consumer	22

	behavior, forming a target audience in order to determine the prospects for the development of market entities	
Module work 2.		30
Total for module 2		100
Educational work		(M1 + M2)/2*0,7 ≤ 70
Exam		30
Total for the course		(Educational work + exam) ≤ 100

8.2 Scale for assessing of knowledge of a higher education applicant

Higher education applicant rating, grades	National grading system (exams/credits)
90-100	Excellent
74-89	Good
60-73	Satisfactory
0-59	Unsatisfactory

8.3 Assessment Policy

Deadline and resubmission policy	Works submitted after the deadline without good reason will be given a lower grade. Modules can be retaken with the permission of the lecturer if there are good reasons (for example, sick leave).
Academic Integrity Policy	Cheating during tests and exams is prohibited (including using mobile devices). Term papers and essays must have correct text references to the literature used
Attendance Policy	Attendance at classes is mandatory. For objective reasons (e.g. illness, international internship), studies may be conducted individually (online upon agreement with the dean of the faculty).

9. Educational and methodological support

- <https://elearn.nubip.edu.ua/course/view.php?id=4929>
- Lecture notes, presentations
- Alekseieva K.A. Methodical instructions for possessing Lecture Material and fulfillment of Individual Work in the course «Finance of Enterprises» (compulsory component of Educational Program 075 «Marketing») for students of the specialty 075 «Marketing» educational degree «Bachelor». Kyiv: NULES of Ukraine, 2024. 89 p. URL: https://nubip.edu.ua/sites/default/files/u317/2024_mi_finance_of_enterprises_alekseieva.pdf

10. Recommended sources of information

1. Alekseieva, K., Gupta, S.K., Ostapchuk, A.D., Kovtun, O., Kostyuk, O. Implementation of Lean Method in Management of the Enterprises of the Agrarian Sector in the Context of Digitalization. In: Alareeni, B. (eds) *The Digital Edge: Transforming Business Systems for Strategic Success. Studies in Systems, Decision and Control*, vol 604. Springer, Cham. 2025. DOI: https://doi.org/10.1007/978-3-031-95280-7_41 URL: ; https://link.springer.com/chapter/10.1007/978-3-031-95280-7_41
2. Alekseieva K.A., Reznik N.P., Cherkasov A.V. Ostapchuk A.D. Influence of the Digitalization on Human Development in the Process of Constructing a Welfare Economy. *Lecture Notes in Networks and Systems 495 LNNS*, pp. 885–898. 2023. DOI: https://doi.org/10.1007/978-3-031-08954-1_74/
3. Alekseieva K.A., Reznik N.P., Cherkasov A.V. Ostapchuk A.D. Influence of the Digitalization on Human Development in the Process of Constructing a Welfare Economy. *Lecture*

Notes in Networks and Systems 495 LNNS, 2023. pp. 885–898. DOI: https://doi.org/10.1007/978-3-031-08954-1_74/

4. Behringer S. Financial controlling. Springer. 2023. URL: <https://link.springer.com/book/10.1007/978-3-658-40527-4#bibliographic-information> DOI: <https://doi.org/10.1007/978-3-658-40527-4>

5. Shynkaruk L., Dielini M., Alekseieva K., Artiukh T., Sukhanova A. Project management: study guide of the specialty 073 “Management”. Kyiv: NULES of Ukraine, 2022. 318 p.

6. Shynkaruk L., Dielini M., Alekseieva K., Artiukh T., Sukhanova A. Project management: study guide of the specialty 073 “Management”. Kyiv: NULES of Ukraine, 2022. 318 p.

7. Shynkaruk L.V., Alekseieva K.A., Vlasenko T.O. Controlling: textbook for students of the specialty 073 “Management”. Kyiv: NULES, 2024. 318 p. URL: https://nubip.edu.ua/sites/default/files/u317/2024_controlling.pdf

8. Алексеєва К.А., Власенко Т.О. Впровадження інноваційних підходів в операційний менеджмент сільськогосподарських підприємств: інтеграція Lean Management та контролінгу. Актуальні проблеми економіки № 5. 2026. URL: https://eco-science.net/wp-content/uploads/2026/05/5.26_topic_Kateryna-Alekseieva-Tetiana-Vlasenko-25-32.pdf

9. Алексеєва К. А., Остапчук А. Д. КОНЦЕПТУАЛЬНА МОДЕЛЬ ЕКОІННОВАЦІЙ ДЛЯ МАЛИХ ТА СЕРЕДНІХ СІЛЬСЬКОГОСПОДАРСЬКИХ ВИРОБНИКІВ В РАМКАХ ДПП В СУЧАСНИХ УМОВАХ В УКРАЇНІ. *Економічна парадигма*, (4(108), 2026. С. 212–219. <https://doi.org/10.25313/3083-7782-2026-4-28>

10. Деліні М., Алексеєва К. ЗАСТОСУВАННЯ ІНТЕГРОВАНОГО ПІДХОДУ ДО РИЗИК-МЕНЕДЖМЕНТУ ВИРОБНИЧИХ ПІДПРИЄМСТВ В СУЧАСНИХ УМОВАХ В УКРАЇНІ. Актуальні проблеми економіки № 10. 2025. С. 17-23. URL: https://eco-science.net/wp-content/uploads/2025/10/10.25_topic_Maryna-Dielini-Kateryna-Alekseieva-17-23.pdf

11. Зоріна О.І., Чебанова О.П., Волохов В.А. Навчально-методичний посібник для самостійної роботи студентів з дисципліни «Контролінг». Х.: УкрДУЗТ, 2022.

12. Національна бібліотека України імені В.І Вернадського URL: <http://www.nbuv.gov.ua>

13. Офіційний Веб-сайт Міністерства економіки, довікілья та сільського господарства. URL: <http://www.me.gov.ua/?lang=uk-UA>

14. Сайт Державної служби статистики України. URL: <http://www.ukrstat.gov.ua>