

**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

PROJECT ANALYSIS

Field of knowledge 07 “Management and Administration”

Specialty 073 “Marketing”

Academic Program “Marketing”

Faculty agrarian management

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Department, Doctor of Economic Sciences

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Description of the academic discipline "Project Analysis"

The discipline "Project Analysis" is optional. It is aimed at forming in students a modern vision of project analysis processes in organizations of various types. It covers the basics of the project approach, methodologies for planning, implementing, monitoring and completing projects. Special attention is paid to managing resources, risks, cost, time and quality of projects, as well as the use of information technologies in project activities. Students acquire practical skills in working with project management software tools, analyze real cases and model their own projects. Thanks to the interdisciplinary approach, the discipline provides training for specialists who are able to effectively implement projects in a dynamic business environment.

Field of Study, Specialty, Academic program, Academic degree		
Academic degree	Bachelor	
Specialty	075 "Marketing"	
Academic Program	Marketing	
Characteristics of the course		
Type	Optional	
Total number of hours	180	
Number of ECTS credits	<u>6</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	4	-
Semester	7	-
Lecture classes	30 hours.	-
Seminars	30 hours	-
Laboratory	-	-
Self-study	120 hours.	-
Hours per week (full-time program)	4 hours	-

1. Purpose, competencies and program outcomes of the course

The purpose of studying the academic discipline "Project Analysis" is to acquire relevant theoretical knowledge, to become familiar with the principles and mechanisms of project analysis, as well as to develop project analysis skills necessary for the activities of a manager in various industries for the competitiveness of higher education graduates in the global labor market in the field of organizational management, which will allow them to make a positive contribution to the development of society.

List of academic disciplines that precede the study of "Project Analysis"

Introduction to specialty, Management, Marketing, Risk-management, Information technologies in marketing,

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 appropriate theories and methods and is characterized by the complexity and uncertainty of conditions.

general competencies (GC):

GC 2 The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general

system of knowledge about nature and society and in the development of society, technology and engineering, to use various types and forms of physical activity for active recreation and leading a healthy lifestyle.

GC 3 The ability to think abstractly, analyze, and synthesize.

GC 4 The ability to learn and master modern knowledge.

GC 5 The ability to learn and master modern knowledge.

GC 7 Ability to apply knowledge in practical situations.

GC 9 Skills in using information and communication technologies.

GC 12 Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).

GC 13 Ability to work in an international context.

special competencies (SC):

SC 1 The ability to logically and consistently reproduce the acquired knowledge in the marketing domain

SC 4 The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.

SC 6 Ability to conduct marketing research in various areas of marketing activity.

SC 11 The ability to analyze the behavior of market actors and determine the peculiarities of the functioning of markets.

Program learning outcomes (PLO):

PLO 2 Analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills in marketing activities.

PLO 3. Apply acquired theoretical knowledge to solve practical problems in the field of marketing.

PLO 4. Collect and analyze the necessary information, calculate economic and marketing indicators, and justify management decisions based on the use of the necessary analytical and methodological tools.

PLO 5 Identify and analyze key characteristics of marketing systems at different levels, as well as the behavior of their subjects.

PLO 7. Use digital information and communication technologies, as well as software products, necessary for the proper implementation of marketing activities and the practical application of marketing tools

PLO 9 Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PLO 12 Demonstrate skills in independent work, flexible thinking, openness to new knowledge, and being critical and self-critical.

PLO 13 Be responsible for the results of your activities, demonstrate entrepreneurial and managerial initiative skills.

PLO 16 To meet the requirements for a modern marketer, to increase the level of personal professional training.

PLO 19 Assess and analyze the state and patterns of development of the international environment.

PLO 21 Demonstrate the ability to make independent decisions, develop a sufficient number of alternative options, choose optimal solutions and bear responsibility for their implementation.

PLO 26 Prepare founding documents and register the enterprise, taking into account the peculiarities of various organizational and legal forms of business in accordance with current legislation.

2. Program and structure of the course

Names of content modules and topics	Number of hours													
	Full-time form							Part-time form						
	weeks	Total class room	including					total	including					
			l	p	lab	ind	s/s.		l	p	lab	ind	s/s	
Module 1. <i>Prerequisites for the formation, methodology and basic concepts of project analysis</i>														
Topic 1. Concept and essence of project analysis	1		2	2			8							
Topic 2. General characteristics of project analysis	1-2		2	2			8							
Topic 3. Areas of application of project analysis	2-3		2	2			8							
Topic 4. Tools for detailing the project goal	4		2	2			8							
Topic 5. Project environment and its participants	4-5		2	2			8							
Topic 6. Peculiarities of project team formation	6		2	2			8							
Topic 7. Project team management	7		2	2			8							
Topic 8. Project analysis in conditions of uncertainty and risk	7-8		2	2			8							
Total for module 1	96		16	16			64							
Module 2. <i>Practical areas of application of project analysis</i>														
Topic 9. Basic approaches to the organization of project activities	8-9		2	2			8							
Topic 10. Possibilities of planning in project analysis	10		2	2			8							
Topic 11. Project analysis methods	10-11		2	2			8							
Topic 12. Investment management	12		2	2			8							
Topic 13. Investment sources of financing	12-13		2	2			8							
Topic 14. Types of fundraising	14-15		2	2			8							
Topic 15. Monitoring, control and audit process in project analysis	15		2	2			8							
Total for module 2	84		14	14			56							
Total	180		30	30			120							
Term paper														
Total	180		30	30			120							

3. Lecture topics

№ з/п	Topics	Hours
1	Concept and essence of project analysis	2
2	General characteristics of project analysis	2
3	Areas of application of project analysis	2
4	Tools for detailing the project goal	2
5	Project environment and its participants	2
6	Peculiarities of project team formation	2
7	Project team management	2
8	Project analysis in conditions of uncertainty and risk	2
9	Basic approaches to the organization of project activities	2
10	Possibilities of planning in project analysis	2
11	Project analysis methods	2
12	Investment management	2
13	Investment sources of financing	2
14	Types of fundraising	2
15	Monitoring, control and audit process in project analysis	2
	<i>Total</i>	30

4. Topics of practical classes

№ з/п	Topics	Hours
1	Concept and essence of project analysis	2
2	General characteristics of project analysis	2
3	Areas of application of project analysis	2
4	Tools for detailing the project goal	2
5	Project environment and its participants	2
6	Peculiarities of project team formation	2
7	Project team management	2
8	Project analysis in conditions of uncertainty and risk	2
9	Basic approaches to the organization of project activities	2
10	Possibilities of planning in project analysis	2
11	Project analysis methods	2
12	Investment management	2
13	Investment sources of financing	2
14	Types of fundraising	2
15	Monitoring, control and audit process in project analysis	2
	<i>Total</i>	30

5. Self-study work topics

№ з/п	Topics	Hours
1	Concept and essence of project analysis	2
2	General characteristics of project analysis	2
3	Areas of application of project analysis	2
4	Tools for detailing the project goal	2
5	Project environment and its participants	2
6	Peculiarities of project team formation	2
7	Project team management	2

8	Project analysis in conditions of uncertainty and risk	2
9	Basic approaches to the organization of project activities	2
10	Possibilities of planning in project analysis	2
11	Project analysis methods	2
12	Investment management	2
13	Investment sources of financing	2
14	Types of fundraising	2
15	Monitoring, control and audit process in project analysis	2
	<i>Total</i>	30

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
<i>Module 1. Prerequisites for the formation, methodology and basic concepts of project management</i>		
Lecture 1.		-
Practical work 1.	PLO 2 Analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills in marketing activities. PLO 3. Apply acquired theoretical knowledge to solve practical problems in the field of marketing.	5
Lecture 2.		-
Practical work 2.	PLO 4. Collect and analyze the necessary information, calculate economic and marketing indicators, and justify management decisions based on the use of the necessary analytical and methodological tools.	5

	PLO 5 Identify and analyze key characteristics of marketing systems at different levels, as well as the behavior of their subjects	
Lecture 3.		-
Practical work 3.	PLO 12 Demonstrate skills in independent work, flexible thinking, openness to new knowledge, and being critical and self-critical. PLO 13 Be responsible for the results of your activities, demonstrate entrepreneurial and managerial initiative skills.	5
Lecture 4		
Practical work 4	PLO 7. Use digital information and communication technologies, as well as software products, necessary for the proper implementation of marketing activities and the practical application of marketing tools PLO 9 Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.	5
Lecture 5		-
Practical work 5	PLO 6. Demonstrate skills in searching, collecting and analyzing information, calculating indicators to justify management decisions	5
Lecture 6.		-
Practical work 6	PLO 16 To meet the requirements for a modern marketer, to increase the level of personal professional training. PLO 19 Assess and analyze the state and patterns of development of the international environment.	5
Lecture 7		
Practical work 7	PLO 21 Demonstrate the ability to make independent decisions, develop a sufficient number of alternative options, choose optimal solutions and bear responsibility for their implementation.	5
Lecture 8		
Practical work 8	PLO 26 Prepare founding documents and register the enterprise, taking into account the peculiarities of various organizational and legal forms of business in accordance with current legislation.	5
Self-study work 1. External and internal factors in project management Execution of test 1, test 2 in Elearn	PLO 5 Identify and analyze key characteristics of marketing systems at different levels, as well as the behavior of their subjects.	30
Module work 1.		30
Total module 1		100
Module 2. <i>Practical areas of application of project management</i>		
Lecture 9		
Practical work 9	PLO 9 Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management	5

	decisions. PLO 16 To meet the requirements for a modern marketer, to increase the level of personal professional training.	
Lecture 10		
Practical work 10	PLO 16 To meet the requirements for a modern marketer, to increase the level of personal professional training.	5
Lecture 11		
Practical work 11	PLO 7. Use digital information and communication technologies, as well as software products, necessary for the proper implementation of marketing activities and the practical application of marketing tools	5
Lecture 12		
Practical work 12	PLO 4. Collect and analyze the necessary information, calculate economic and marketing indicators, and justify management decisions based on the use of the necessary analytical and methodological tools.	5
Lecture 13		
Practical work 13	PLO 16 To meet the requirements for a modern marketer, to increase the level of personal professional training.	5
Lecture 14		
Practical work 14	PLO 26 Prepare founding documents and register the enterprise, taking into account the peculiarities of various organizational and legal forms of business in accordance with current legislation. PLO 4. Collect and analyze the necessary information, calculate economic and marketing indicators, and justify management decisions based on the use of the necessary analytical and methodological tools.	5
Lecture 15		
Practical work 15	PLO 5 Identify and analyze key characteristics of marketing systems at different levels, as well as the behavior of their subjects.	10
Self-study work 2. Preparation of a presentation in project management Execution of test 3,4 in Elearn	PLO 21 Demonstrate the ability to make independent decisions, develop a sufficient number of alternative options, choose optimal solutions and bear responsibility for their implementation.	30
Module work 2.		30
Всього за модулем 2		100
Educational work	$(M1 + M2)/2 * 0,7 \leq 70$	
Екзамен	30	
Total	$(\text{Educational work} + \text{exam}) \leq 100$	
Term paper		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=4874>
- Lecture notes, presentations
- Shynkaruk L.V., Dielini M.M., Alekseieva K.A., Artiukh T.O., Sukhanova A.V. Project management: study guide for students of the specialty 073 “Management”. Kyiv: NULES Ukraine, 2023. 318 p.

10. Recommended sources of information

1. Алексеева 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

2. Горбань В. І., Алексеева К. А. Інновації та технологічний прогрес у сільському господарстві: управління проектами для підвищення продуктивності. Міжнародний науковий журнал "Інтернаука". Серія: "Економічні науки". 2024. №3. <https://www.inter-nauka.com/issues/economic2024/3/9763>

3. Деліні М.М., Алексеева К.А., Перчук О.В. Роль та напрями маркетингових досліджень в оцінці та формуванні інвестиційної привабливості підприємств. *Агросвіт* № 7. 2026. DOI: <https://doi.org/10.32702/2306-6792.2026.7.94>

4. Щербатий О.М., Алексеева К.А. Інституціональні передумови активізації підприємницької діяльності в Україні в умовах повоєнного відновлення. Наукові перспективи № 10(52) 2024. С.791-799. <http://perspectives.pp.ua/index.php/np/issue/view/290> DOI: [https://doi.org/10.52058/2708-7530-2024-10\(52\)](https://doi.org/10.52058/2708-7530-2024-10(52))

5. Alekseieva K.A., Dielini M.M. Methodical recommendations for preparation for practical classes, independent work and preparation for the exam in the for students studying “Basics of business projecting” for getting a degree in 073 "Management", 075 “Marketing” of the Faculty of Agricultural Management NULES of Ukraine K. Ed. NULES Center, 2021. 160 p. URL: https://nubip.edu.ua/sites/default/files/u317/metodichka_proj_man_angl.pdf

6. 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

Internet resources

1. Бізнес-ідеї: проекти для бізнес-покнсультантів. URL: <https://mind.ua/publications/20203443-biznes-ideyi-proekti-dlya-biznes-konsultantiv>

2. Постановка цілей по SMART. URL : <https://goal-life.com/uk/smart-cil>
3. Складові успішного проекту на прикладах. URL: <https://i.factor.ua/ukr/journals/ms/2018/june/issue-6/article-37269.html>
4. Як зробити аналіз ринку, щоб відкрити свій інтернет-магазин. URL: <https://neoseo.com.ua/uk/kak-sdelat-analiz-rynka>
5. Розробка бізнес-плану за міжнародними стандартами. URL : <https://pro-consulting.ua/ua/services/sostavlenie-biznes-plana-po-standartam-unido>
6. З чого почати бізнес – вибір організаційно-правової форми. URL: <https://www.olans.com.ua/z-chogo-pochati-biznes>
7. Основи маркетингової стратегії. URL: <https://leosvit.com/art/osnovy-marketyngovoyi-strategiyi>
8. Розробка маркетингової стратегії. URL: <https://koloro.ua/ua/razrabotka-marketingovoj-strategii.html>.
9. SWOT-аналіз. URL: <https://lanet.click/swot-analiz/>
10. Agile Project Management. Coursera. URL: <https://www.coursera.org/learn/agile-project-management>
11. Foundations of Project Management. Coursera. URL: <https://www.coursera.org/learn/project-management-foundations>