

**NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL
SCIENCES OF UKRAINE**

Department of Production and Investment Management

CONFIRMED

Faculty of Agricultural Management

“05” June 2025

**PROGRAM OF THE COURSE
BUSINESS FINANCE**

Field of Study	07 Management and Administration
Specialty	<u>075 “Marketing”</u>
Academic Program	<u>“Marketing”</u>
Faculty	<u>Agricultural Management</u>
Developers:	<u>Alekseieva K.A., PhD (Public Administration), As. Professor of Production and Investment Management Department</u>

Kyiv– 2025

Description of the academic discipline "Business Finance"

(up to 1000 printed characters)

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

Acquisition of competencies:

integral competence (IC): Ability to solve complex specialized tasks and practical problems in the field of marketing activity or in the learning process, which involves application of relevant theories and methods and can be characterized by complexity and uncertainty of conditions.

general competencies (GC):

GC 5. Certainty and perseverance regarding the assigned tasks and assumed responsibilities.

GC 6. Knowledge and understanding of the subject area and understanding of professional activity.

GC 7. Ability to apply knowledge in practical situations.

GC14. The ability to act socially responsibly and consciously.

special competencies (SC)

SC 3. The ability to use the theoretical provisions of marketing to interpret and predict phenomena and processes in the marketing environment.

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 7 The ability to determine the impact of functional areas of marketing on the results of economic activity of market entities.

SC 8 Ability to develop marketing support for business development in conditions of uncertainty.

SC 14 Ability to suggest improvements in marketing functions.

SC 15 Ability to theoretical generalization and practical use of marketing tools in order to solve business problems and to increase the efficiency of the functioning of business entities.\

Program learning outcomes (PLO):

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.

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 classr oom	including					total	у тому числі					
			l	p	lab	in d	s/s		l	p	lab	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			30							
Topic 2. Cash receipts of enterprises and profit generation	1-4	4	2	2										
Topic 3. Taxation	5-6	4	2	2										
Topic 4. The time value of money	7-8	4	2	2										
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			30							
Topic 6. Financial planning in enterprises	11-13	4	2	2										
Topic 7. Financial rehabilitation of enterprises	14-15	6	3	3										
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 seminar (practical, laboratory) 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	Self-study work 1. Preparation of a report on one of the offered topics in "Business Finance"	30
2	Self-study work 2. Preparation of a research project on one of the offered topics in "Business Finance"	30
	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 to determine the prospects for the development of market entities.</p>	12

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.	<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>	16
Lecture 6		
Practical work 6.	<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>	16
Lecture 7		
Practical work 7.	<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>	16
Self-study work 2.	<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>	22

Module work 2.		30
Total for module 2		100
Educational work	$(M1 + M2)/2 \cdot 0,7 \leq 70$	
Exam	30	
Total for the course	$(\text{Educational work} + \text{exam}) \leq 100$	

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/section.php?id=35060>
- 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
- Lecture notes, presentations

10. Recommended sources of information

1. Alekseieva K., Novikova I., Bedukh O., Kostjuk O., & Stepanova A. (2021) Technological orders' change caused by the pandemics: Digitalization in the internationalization of technology transfer. Problems and perspectives in management. Issue 3. URL: <https://cutt.ly/g8SZ8U1>
2. Alekseieva, K.A., Reznik, N.P., Cherkasov, A.V. & Ostapchuk, A.D. (2023) 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. DOI: https://doi.org/10.1007/978-3-031-08954-1_74/
3. Dielini M. (2019) Risk-Management in Public Authorities: International Aspect. The Journal of Business, Economics, Sustainability, Leadership and Innovation. Volume: 2019, Iss. 3. 2019, pp. 31-37. <https://www.besli.org/index.php/besli/article/view/23>
4. 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.
5. Shynkaruk L.V., Alekseieva K.A., Vlasenko T.O. Controlling. Textbook. Kyiv. NULES of Ukraine. 2024. 318 P.
6. Алексеева К.А., Суханова А.В. Антикризовий менеджмент. Методичні вказівки для підготовки до практичних занять, виконання самостійної роботи та підготовки до екзамену з дисципліни

«Антикризовий менеджмент» студентів спеціальності 073 «Менеджмент», освітньо-професійна програма – «Управління інвестиційною діяльністю та міжнародними проектами» факультету аграрного менеджменту НУБіП України К. Вид. центр НУБіП, 2021. 170 С. URL: <https://cutt.ly/a8SL4uo>