



ACADEMIC COURSE SYLLABUS "PROJECT MANAGEMENT"

Degree of higher education - Bachelor
Specialty 073 Management
Academic program "Management"
Academic year 4, semester 7
Form of Study Full-time (full-time, part-time)
Number of ECTS credits 5
Language of training English

Lecturer of the course

Kateryna A. Alekseieva, PhD (Public Administration, As. Professor of Production and Investment Management Department

Contact information of the lecturer (e-mail)

katerinaalex@nubip.edu.ua

Course page on eLearn

<https://elearn.nubip.edu.ua/course/view.php?id=3817>

ACADEMIC COURSE DESCRIPTION

"Project management" is a core course. The course is aimed at teaching the students project management in particular to make them possess skills of using the acquired knowledge for the effective implementation of the project solutions in the practical activities of the enterprise. The concepts of "project" is considered as an important part of our daily lives, whereas the modern environment is considered as a world of projects that must be implemented to achieve the goal in a stipulated period of time and within available resources. The students understand that to obtain the desired result, projects require constant management, which is the purposeful coordination of the necessary actions to achieve the goals. In the process of studying the discipline students learn to determine the place of the project at the enterprise, identify the most common approaches to the formation of the structure of the project life cycle.

Competencies

Integrated competency (IC): the ability to solve complex specialized problems and practical problems that are characterized by complexity and uncertainty of conditions, in the field of management or in the process training involving the application of theories and methods social and behavioral sciences.

General competencies (GC):

- GC 4. Ability to apply knowledge in practical situations
- GC 8 Information and communication skills technologies
- GC 10. Ability to conduct research at an appropriate level

Special (professional) competencies (SC):

- SC 2 The ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment
- SC 7 Ability to choose and use modern management tools
- SC 12 Ability to analyze and structure problems organizations, form informed decisions
- SC 16 Ability to identify and analyze new market opportunities opportunities, including an international business environment, formulate new ideas, develop projects and organize business process management.

Program learning outcomes (PLO):

PLO 4 Demonstrate skills in identifying problems and substantiating managerial solutions

PLO 6 Demonstrate the skills of searching, collecting and analyzing information, calculating indicators to justify management decisions

PLO 18 Demonstrate the ability to identify prospects for the development of the enterprise, develop projects, organize management of business processes based on analysis market opportunities and international business environment

ACADEMIC COURSE STRUCTURE

Topic	Hours (lectures/ practical classes)	Learning outcomes	Tasks	Assessment
Module 1. Prerequisites of formation, methodology and basic concepts of project management				
Topic 1. Concept and essence of project management	2/3	Know the basic concepts of essence, content and principles of project activity. Be able to recognize the differences between project activities and other types of activities	Execution and delivery of practical, independent works in Elearn	6
Topic 2. General characteristics of project management	2/3	Know the main characteristics of projects, the life cycle of the project. To be able to distribute the stages of work execution at different stages	Execution and delivery of practical, independent works in Elearn	8
Topic 3. Areas of application of project management	2/3	Know the main differences between entrepreneurial activity and social entrepreneurship. Have knowledge of approaches to attracting investment in projects	Execution and delivery of practical, independent works in Elearn	9
Topic 4. Tools for detailing the project goal	2/3	Know the most important components of the project, the content of the business project concept. To be able to analyze the reasons for the emergence and rejection of projects and to detail project goals using the SMART method	Execution and delivery of practical, independent works in Elearn	6
Topic 5. Project environment and its participants	2/3	Know the organizational structure of the project, its main participants. Be able to recognize the features of the micro- and macro-environment of the project. Have the skills to define the functional	Execution and delivery of practical, independent works in Elearn	9

		responsibilities of project participants.		
Topic 6. Peculiarities of project team formation	2/3	Know the essence of project team management. To have the theoretical foundations of creating a project team.	Carrying out practical work (fulfillment of an individual task) in Elearn	8
Topic 7. Project team management	2/3	Know the tasks of the project manager and the functional responsibilities of the project participants. To be able, depending on the situation, to determine the management style and the rules for making management decisions	Carrying out practical work (fulfillment of an individual task) in Elearn.	6
Topic 8. Project management in conditions of uncertainty and risk	2/3	Know the essence of risk management, the characteristics of its most common types. To be able to analyze project risks, their causes and to be able to determine ways to reduce project risks.	Carrying out practical work (fulfillment of an individual task) in Elearn	8
				10
Module test				30
Total for module 1				100
Module. 2. Practical areas of application of project management				
Topic 9. Basic approaches to the organization of project activities	2/3	Know the methods of project planning and implementation. Be able to plan the time of project implementation. Have knowledge of the application of tools and methods of project quality control.	Preparation for lectures. Completion and submission of practical work according to the assessment journal in Elearn.	10
Topic 10. Possibilities of planning in project management	2/3	Know the general requirements for drawing up a business plan according to international standards, its main sections. Be able to conduct research that is necessary for business planning. Be able to conduct a SWOT analysis of the project	Preparation for lectures. Completion and submission of practical work according to the assessment journal in Elearn.	10

Topic 11. Project management methods	2/3	To create marketing plan of business project	Preparation for lectures. Completion and submission of practical work according to the assessment journal in Elearn.	7
Topic 12. Investment management	2/3	Know effective approaches and methods of project management at the current stage of project development. Be able to work with a Gantt chart and other planning tools.	Preparation for lectures. Completion and submission of practical work according to the assessment journal in Elearn.	7
Topic 13. Investment sources of financing	2/3	Know ways to attract investment sources for the project. Be able to calculate the main financial indicators of the project.	Preparation for lectures. Completion and submission of practical work according to the assessment journal in Elearn.	10
Topic 14. Types of fundraising	2/3	Know the possibilities of attracting sources of project financing through fundraising, its main methods. Be able to form the necessary documents for participation in grant competitions, crowd-platforms, etc.	Preparation for lectures. Completion and submission of practical work according to the assessment journal in Elearn.	10
Topic 15. Monitoring, control and audit process in project management	2/3	Know the basic methods of data collection that are best used for project monitoring, control and auditing. Be able to analyze project results and apply corrective actions. To have the theoretical foundations of ensuring control during the	Preparation for lectures. Completion and submission of practical work according to the assessment journal in Elearn.	6

		implementation projects of	Carrying out independent work (fulfillment of an individual task) in Elearn.	10
Module test				30
Total for module 2				100
Total for the semester	30/45			
In total for the 7th semester, $0.7 \cdot (R(1)CM + \dots + R(n)CM)$ educational work				70
Opportunity to get extra points		Additional points can be achieved for presentation and participation in a student conference, article publication, participation in the 1st round of the olympiads, etc.		up to 10
Exam				30
Total for the course $R_{course} = R_{edw} + R_{ex}$				100

ASSESSMENT POLICY

<i>Policy regarding deadlines and resits</i>	Assignments submitted after the deadline without valid reasons will be graded lower. Resitting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons).
<i>Academic honesty policy:</i>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used.
<i>Attendance policy</i>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

SCALE OF ASSESSMENT OF APPLICANTS OF HIGHER EDUCATION

Student rating, points	National grade based on exam results	
	exams	credits
90-100	excellent	credited
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not credited

RECOMMENDED SOURCES OF INFORMATION

1. Алексеева К.А., Деліні М.М. Методичні вказівки до самостійної підготовки з курсу «Основи бізнес проектування» для студентів спеціальності «Менеджмент», «Маркетинг» та ін. англ. мовою, Київ: НУБіП, 2021, 160 с. URL: https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=LjZQNQgAAAAJ&sortby=pubdate&citation_for_view=LjZQNQgAAAAJ:GnPB-g6toBAC

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. Шинкарук Л.В., Деліні М.М., Суханова А.В., Алексеєва К.А. Управління бізнес-проектами: навчальний посібник зі спеціальності 073 "Менеджмент". Київ: НУБіП, 2021. 325 с. URL: https://nubip.edu.ua/sites/default/files/u317/2021_posibnik_ubp.pdf

4. Щербатий О.М., Алексеєва 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., Dergach A.V. Methodical instructions for preparing course works and fulfillment individual work in the course "Project Management" (mandatory component of Educational Program 073 "Management") for students of the specialty 073 "Management" educational degree "Bachelor". Kyiv: NULES of Ukraine, 2023. 133 p. URL: https://nubip.edu.ua/sites/default/files/u317/1_meth_instr_course_works_and_in_work_proj_man.pdf

6. 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

7. 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.

Internet resources

1. Бізнес-ідеї: проекти для бізнес-консультантів. 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. Аналіз ринку для написання бізнес-плану. URL: <https://buduysvoe.com/publications/analiz-rynku-dlya-napysannya-biznes-planu>;

6. Аналітичне дослідження ринку. URL: <https://pro-consulting.ua/ua/services/analiticheskoe-issledovanie-rynka>;

7. Як провести аналіз ринків без маркетологів. URL : <https://gc.ua/uk/yak-provesti-analiz-rynkiv-bez-marketologa/>.

8. Структура бізнес-плану. URL: <https://sites.google.com/site/biznesplanplanuvanna/struktura-biznes-planu>.

9. Бізнес-план підприємства : поняття, структура, приклади. URL: <https://pro-consulting.ua/ua/pressroom/biznes-plan-predpriyatiya-ponyatie-struktura-primery>

10. Розробка бізнес-плану за міжнародними стандартами. URL : <https://pro-consulting.ua/ua/services/sostavlenie-biznes-plana-po-standartam-unido>

11. З чого почати бізнес – вибір організаційно-правової форми. URL: <https://www.olans.com.ua/z-chogo-pochati-biznes>

12. Вибір системи оподаткування. URL: <http://firstconsulting.com.ua/resources/putivnyk-pidpriemtsia/124-ukrainian/putivnyk-pidpriemtsia/biznes-z-nulia/261-vybir-systemy-opodatkuvannia>

13. Як і для чого пишуть виробничий план проекту. URL: <http://monetary-flow.com/yak-dlya-tchogo-pishuty-virobnitchiy-plan-proektu/>.

14. Як написати маркетинговий план для бізнес-плану. URL: <http://monetary-flow.com/yak-napisati-marketingoviy-plan/>

15. Основи маркетингової стратегії. URL: <https://leosvit.com/art/osnovy-marketyngovoyi-strategiyi>

16. Розробка маркетингової стратегії. URL: <https://koloro.ua/ua/razrabotka>

[marketingovoj-strategii.html](#).

17. Вибір цільового ринку. URL: <http://marketing-helping.com/konspekti-lekcz/21-konspekt-lekczj-qosnovi-marketinguq/391-vibr-czlovogo-rinku.html>

18. 8 найкращих рекламних кампаній за 100 років. URL: https://24tv.ua/lifestyle/8_naykrashhih_reklamnih_kampaniy_za_100_rokiv_n87922

19. SWOT-аналіз. URL : <https://lanet.click/swot-analiz/>

20. Коронавірусна економіка: хто втрачає, а хто заробляє? URL: <https://hromadske.ua/posts/koronavirusna-ekonomika-hto-vtrachaye-a-hto-zaroblyaye-na-epidemiyi>.

21. Грантова програма COSME: коротко про головне. URL: <https://sme.gov.ua/cosme/grantova-programa-cosme/>

22. Agile Project Management. Coursera. URL: <https://www.coursera.org/learn/agile-project-management>

23. Foundations of Project Management. Coursera. URL: <https://www.coursera.org/learn/project-management-foundations>