

**Syllabus  
of the elective component**

**Project analysis**

Discipline	<b>Project analysis</b>
Higher education level	<b>second (master's degree)</b>
Moodle course web-page	<a href="https://dl2022.khadi.kharkov.ua/course/view.php?id=760">https://dl2022.khadi.kharkov.ua/course/view.php?id=760</a>
Educational component volume	<b>4 credits (120 hours)</b>
Final control form	<b>test</b>
Consultations	<b>according to the schedule</b>
Department	<b>Transport Systems and Logistics Department</b>
Language of teaching	<b>English</b>
Course leader	<b>Svichynska Olha, PhD, Associate Professor</b>
Contact phone	<b>+38 (050) 993-19-97</b>
E-mail	<b>svichinskayaolga@gmail.com</b>

**The educational component summary**

**The purpose:** to train highly qualified specialists to be able to solve independently theoretical and practical problems in the field of project analysis at the level of professional requirements in their specialty, operate with modern approaches to the provisions, concepts, methods and concepts used in world practice in the analysis of design solutions, use the tools of design analysis, analysis procedures, compare, justify and select projects, evaluate projects for marketing, technical, economic, social and institutional viability, financial and economic attractiveness.

**The subject:** theoretical and methodological bases, methodological provisions of the scientific directions of project analysis at the transport industry enterprises.

**The main tasks of studying the academic discipline are:**

- ability of a specialist to analyze and find a solution of a plan for the functioning of projects at the stage of its developing in the transport industry or during the operation of the project by conducting the necessary studies of the characteristics of the transport services market;
- the ability to develop, evaluate and manage projects;
- encouraging people to get a qualitative result from the implementation of the project;
- ability to be creative and implement their ideas when conducting an analysis or creating a new project.

**Prerequisites for the study of the educational component:** Higher Mathematics

**Competences acquired by the applicant**

**General competencies:**

- Ability to motivate people and move towards a common goal.
- Ability to develop and manage the projects.
- Ability to evaluate and ensure the quality of work performed.
- Ability to generate new ideas (creativity).

**Special (professional) competences:**

- Ability to manage cargo transportation by types of transport.
- Ability to manage passenger transportation by modes of transport.

Ability to manage the reliability and efficiency of transport systems and technologies.

### Training results

To discuss freely issues of professional activity, projects and researches in the field of transport systems and technologies orally and in writing in state and foreign languages.

To make efficient decisions in the field of transport systems and technologies taking into account technical, social, economic and legal aspects, generate and compare alternatives, assess required resources and constraints, analyze risks.

To convey knowledge, decisions and the basis of their adoption to specialists and non-specialists in a clear and unambiguous form.

To ensure the safety of people and the environment during professional activities and implementation of projects in the field of transport systems and technologies.

To analyze and evaluate the efficiency of supply chains and logistics centers, calculate relevant indicators.

To organize the work of the personnel, ensure their professional development and objective evaluation.

### Thematic plan

Theme №	Themes (L, PW, SEW)	Hours full-time work
1	L. Structure of project analysis of investment projects	2
	PW. Identification of the investment project	2
	SEW. Social effect of design decisions. Economic indicators of the transport network functioning	8
2	L. Basics of design analysis	2
	PW. Performance indicators of investment	2
	PW. Evaluation of the effectiveness of project solutions for local objects of the transport	2
	SEW. Evaluation of the effectiveness of project solutions for local objects of the transport system.	10
3	L. Commercial analysis of investment projects	2
	PW. Project risks	2
	SEW. Peculiarities of passenger transportation marketing. The concept of the market demand. Market segmentation.	10
4	L. Marketing research in the sphere of transport services	2
	PW. Construction of the enterprise "break-even chart"	2
	SEW. Marketing strategy of the transport project. Opportunity matrix on products/services/markets	10
5	L. Technical analysis of investment projects	2
	PW. Determination of the project exploitation and capital costs on the organization of cargo transportation	3
	SEW. Assessment of losses reduction degree from road accidents at the introduction of technical means of traffic regulation and information support	10
6	L. Institutional and social analysis of the investment project	2
	SEW. Assessment of the internal factors impact on the project. The social significance of the project of organization of the municipal passenger transportation enterprise	10
7	L. Financial and economic analysis of the investment project	2
	PW. Calculation of the fixed assets amortization	3
	SEW. Forecasting the investment attractiveness of the enterprise	10

Theme №	Themes (L, PW, SEW)	Hours full-time work
8	L. Ecological analysis of an investment project	2
	SEW. To characterize the environmental monitoring plan and the role of investment projects in it. Approaches to determining the economic value of the project.	10
<b>Total</b>		<b>120</b>

### Teaching methods

- 1) verbal:
  - 1.1 traditional: lectures, explanations, talks, etc.;
  - 1.2 interactive: discussions;
- 2) visual: illustration method, demonstration method;
- 3) practical:
  - 3.1 traditional: practical classes;
  - 3.2 interactive (non-traditional): business and role-playing games, brainstorm.

### Evaluation system and requirements

#### Ongoing achievements

**1** The applicants' ongoing achievement in the performance of the both educational activities and self-education work while training is evaluated using a four-point scale with the further conversion into the 100-point scale. While evaluating all kinds of works provided by the educational program are taken into account.

**1.1** Lectures are evaluated by determining the quality of specific tasks performance.

**1.2** Practical classes are evaluated by the quality of performance of the tests or individual tasks, execution and design of the report on practical works.

**2** The final evaluation of the discipline is determined as a sum of points on:

- passed standard tests, verbal questioning, attendance and communication activity level;
- in-class practical tasks execution and theoretical preparation.

Applicants' evaluation score scale according to the ongoing control is given in table 1.

**Table 1** – Points distribution under the themes defining a final test score according to the discipline ongoing assessment

Ongoing assessment								Discipline total score
Theme 1	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6	Theme 7	Theme 8	100
9	10	15	15	15	12	12	12	

#### Final estimation

**1** The final test score is got by the applicant at the last double-lesson according to the discipline ongoing assessment. The condition to pass the test is not less than 60 points score.

**2** Higher education applicants who have an ongoing assessment score less than 60 points can increase it at the last class by taking a combination of written and oral tests that comprise both answering 2 professionally-oriented question and a problem solution with further commenting the work done or standard tests. The applicants who made the tasks previewed by the practical classes are allowed to pass the final test.

**3** Extra-points are awarded to the applicants for participation in scientific events.

**3.1** Extra-points are added to the achieved sum of points by the higher education applicant for the current educational activity.

**3.2** The number of extra-points awarded for different types of individual tasks depends on their volume and importance:

- discipline prize-winning places on the at the international / all-ukrainian competition of scientific students' works – 20 points;
- discipline prize-winning places at all-Ukrainian olympiads – 20 points;
- participation in the international / all-Ukrainian competition of scientific students' works – 15 points
- participation in international / all-Ukrainian scientific conferences of students and young scientists – 12 points;
- participation in all-Ukrainian discipline competitions – 10 points
- participation in KhNAHU discipline competitions and scientific conferences – 5 points;
- implementation of individual scientific and research (educational and research) tasks of increased complexity – 5 points.

**3.3** The number of extra points might not exceed 20 points.

**4** The result of the study is evaluated on a two-point scale (passed/failed) according to table 2. The total score comprising the extra-points might not exceed 100 points.

**Table 2** – Conversion of the score into national evaluation system

According to 100-point scale	According to the national scale
between 60 scores and 100 scores	Passed
Less than 60 scores	Failed

### Recognition of non-formal and informal training results

The procedure for the recognition of training results obtained in non-formal and informal education is regulated by [СТВНЗ-83.1-01:2021 «Визнання результатів неформальної та інформальної освіти»](#).

To recognise these results, an applicant should submit an application to the dean of the faculty and attach certificates and other documents confirming the competencies obtained. Based on the results of the application consideration, a subject-specific commission is established to review the submitted documents, interview the applicant and decide on the re-crediting of training results or the appointment of certification in the form of a final control (10 working days are given for preparation). Based on the results of the control, the commission assigns a final grade. If the applicant receives less than 60 points, the results of non-formal or informal education are not credited. When re-crediting training results in a discipline, the applicant is exempt from studying it.

### Course policy:

- the course involves working in the team, the environment in the audience is friendly, creative, open to constructive criticism;
- the discipline requires mandatory attendance of lectures and practical classes, as well as self-education work;
- self-education work involves studying certain discipline themes, which are submitted in accordance with the program for self-education work, or have been considered briefly;
- all the tasks provided by the program must be completed within the prescribed time-frame;
- if the higher education applicant is absent for valid reasons, he/she passes the completed tasks during the self-education work and consultations provided by the teacher;
- while studying the course, higher education applicants should follow the rules of academic integrity set out in such documents: «Rules of academic integrity of participants of the KhNAHU Education process»

([https://www.khadi.kharkov.ua/fileadmin/P\\_Standart/pologeniya/stvnz\\_67\\_01\\_dobroch\\_1.pdf](https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_dobroch_1.pdf)), «Academic integrity. The text check of academic, scientific and qualification works for the plagiarism»

([https://www.khadi.kharkov.ua/fileadmin/P\\_Standart/pologeniya/stvnz\\_85\\_1\\_01.pdf](https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_85_1_01.pdf)), «Moral and ethical code of participants of the KhNAHU educational process» ([https://www.khadi.kharkov.ua/fileadmin/P\\_Standart/pologeniya/stvnz\\_67\\_01\\_MEK\\_1.pdf](https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_MEK_1.pdf)).

– in case of detecting the plagiarism, the applicant receives 0 points for the task and must retake the tasks provided in the syllabus;

– cheating during control works and examinations is prohibited (including mobile devices). Mobile devices are only allowed to be used during online testing.

### **Recommended literature**

1. Горбаченко С.А., Карпов В.А. Аналіз підприємницьких проектів. – Одеса ОНЕУ, 2013.– 241 с.

2. Ткаченко І.О. Ризики у транспортних процесах: навч. посібник / І.О. Ткаченко.– Харків: ХНУМГ ім. О.М. Бекетова, 2017.

3. Попова Н. В. Проектний аналіз : підручник / Н. В. Попова. – Х. : ХНАДУ, 2016. – 175 с

4. Богоявленська Ю.В. Проектний аналіз / Ю.В. Богоявленська.– К.: Видавництво «Кондор», 2006.–336 с.

5. Свічинська О.В. Практика використання Project Expert при викладанні курсу з проектного аналізу // Матеріали XXVII міжнародної науково-методичної конференції.– м. Одеса, 21-22 квітня 2022р.– с.146-148.

6. Jones, H. L., Moura, F., Domingos, T. Transportation Infrastructure Project Evaluation: Transforming CBA to Include a Life Cycle Perspective. In Handbook of Sustainability Science and Research, Springer, Cham. 2018. P. 745-771.

7. Rouhani M. Transportation Project Evaluation Methods/Approaches / M. Rouhani, Omid. – McGill University: MPRA, 2019.– 13 p.

### **Additional sources**

1. Дистанційний курс з дисципліни «Проектний аналіз» : навчальний сайт ХНАДУ. URL: <https://dl2022.khadi-kh.com/course/view.php?id=760>.

2. Бобровська О.Ю. Публічне управління інвестиціями в умовах ринкових трансформацій : навч. посіб. / О.Ю. Бобровська, Т.О. Савостенко, А.Б. Кондрашкін.– 2-ге вид., допов.–Дніпро : ГРАНІ, 2018.– 238с.

3. Маркетинг транспортних послуг: Навч. посібник / О. І. Зоріна, В. А. Волохов, І. В. Волохова та ін.; за ред. О. І. Зоріної. – Харків: УкрДУЗТ, 2018. – 305 с.

4. Ткаченко В.А. Маркетинг послуг. Навч. посіб. – К.: ЦУЛ, 2014. – 244 с.

5. Лаврова Ю. В. Маркетингова діяльність підприємств транспортного ринку: навчальний посібник [для студ. вищ. навч. закл.] / Ю. В. Лаврова, Д. А. Горовий, І. А. Касатонova – Харків: Вид-во ХНАДУ, 2014. – 351 с.

6. Пан М. П. Проектний аналіз : конспект лекцій (для студентів денної та заочної форм навчання зі спеціальності 051 – Економіка) / М. П. Пан, В. В. Коненко; Харків. нац. ун-т міськ. госп-ва ім. О. М. Бекетова. – Харків : ХНУМГ ім. О. М. Бекетова, 2019. – 95 с.

7. Шкляр В.В. Інноваційний розвиток підприємств транспорту в умовах глобальної конкуренції: економічні основи та механізми оцінки/ В.В. Шкляр, С.М. Боняр, М.В. Ковбатюк, О.М. Аляб'єва // Монографія. К.: КВІЦ, 2021. 244 с.

8. Мішеніна Г. А. Дослідження ринку : конспект лекцій / Г. А. Мішеніна, Ю. Т. Матвеєва. – Суми: Сумський державний університет, 2015.– 185 с

9. Мойсеєнко І. Інвестиційний аналіз : навч. посіб. / І. Мойсеєнко, І. Ревак, Г. Миськів, Н. Чапляк.— Львів : ЛьвДУВС, 2019. – 276 с.

10. Управління фінансовою стабілізацією автотранспортних підприємств [Електронний ресурс] / Режим доступу: <http://prostir.pdaba.dp.ua/index.php/journal/article/view/303>

11. Risk management — Guidelines. ISO 31000 : 2018 : Application guidelines [Електронний ресурс] / Режим доступу: <https://www.iso.org/standard/65694.html>

12. Project, programme and portfolio management. ISO 21500:2021: Context and concepts [Електронний ресурс] / Режим доступу: <https://www.iso.org/standard/75704.html>

Syllabus Developer

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OIha SVICHYNSKA

Head of Department

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signature

Petro HORBACHOV