

Educational Establishment «Belarusian State Economic University»

APPROVED

Rector of the educational establishment "Belarusian State
Economic University"

 V.N. Shimov

" 30" 06 2017

Registration number 3218-17 CA / Account.

Investment and Innovation Management

The study program of higher education institutions for the academic discipline on specialties 1-26 81 01 "Business administration" (the English-language Master's degree)

COMPLITED BY:

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E.V. Kudasova, assistant of the Department of Marketing of the Educational Establishment "Belarusian State Economic University".

REVIEW:

TN. Belyatskaya, Head of the Department of Management, BSUIR, candidate of economic sciences, associate professor.

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Recommended for approval:

Department of Economics and Management Education "Belarusian State Economic University"

(Protocol number from " 08" 06.2017);

Scientific and Methodological Council of the educational establishment
"Belarusian State Economic University"

(Protocol number from " 5" 21.06.2017).

EXPLANATORY NOTE

The purpose of teaching the academic discipline "Management of Investments and Innovations" is the formation of theoretical knowledge among the undergraduates, development of abilities and skills in matters of investment design and innovation. The course covers the following issues:

- general information about the project and features of the methodology of project management;
- goals, objectives and content of pre-investment studies;
- basic mechanisms of investment design;
- methods for preliminary evaluation of project effectiveness;
- organization of work, analysis and risk assessment of the project;
- organization of financing investment projects;
- concept and types of innovative strategies;
- innovative potential of the enterprise;
- assessment of innovation potential;
- management of innovative projects.

The main objectives of the study of the discipline "Management of Investments and Innovations" are to provide training for specialists with the knowledge and practical skills of development, technical and economic research and evaluation of investment and innovation projects in accordance with international practice of investment design and management of innovations and requirements of qualification characteristics.

As a result of studying the discipline the student must

Know:

- theoretical and methodological foundations for organizing the development and analysis of investment projects;
- principles, methods and procedures of technical and economic research of industrial projects and evaluation of investment efficiency;

- ways, forms and organization of financing of investment projects and investment activities;

- the organization of innovation activities on a specific business entity.

Taking into account the acquired knowledge and skills of independent work in the study of the academic discipline, graduate students should

To be able to:

- Identify the investment idea and the possibilities for its implementation;

- formulate an investment plan and develop the competence of a particular project;

- organize research necessary for its technical and economic evaluation;

- assess the viability of the project (project options) and evaluate its effectiveness, including under conditions of uncertainty and risks;

- organize business planning and project financing;

- plan the process of innovation.

Have skills:

- carrying out calculations to evaluate the effectiveness of investment projects;

- evaluate the magnitude of risks in the organization of innovation and investment activities;

- use of means of automation of investment design.

The academic discipline "Management of Investments and Innovations" is based on knowledge of the fundamentals of economics, management, marketing, management sociology, statistics and information technologies.

The curriculum for the academic discipline provides totally 240 hours, of which 72 hours of classroom hours for study, including lectures – 42 hours, and 30 hours for practical classes.

Form of the current certification – examination.

CONTENTS OF EDUCATIONAL MATERIAL

1. Basic points of investment design. Pre-investment studies

Theoretical bases of investment management. The essence and functions of investment management. Purpose and objectives of investment activities. Functions and mechanism of investment management. State regulation of investment activity. The concept of project management, taking into account the experience and recommendations of UNIDO. Pre-investment studies: general characteristics and content; research of investment opportunities; business plan of the project and its development. Investment strategy and its place and role in the overall strategy of the business entity.

2. Methods for estimation of the investment projects' effectiveness

Methods and technologies of investment projects' effectiveness assessment. General scheme of financial analysis and evaluation of the project. Estimating the total costs of the investment project. Methodical toolkit of investment management: an estimation of cost of money in time; the account of the factor of inflation; risk factor and other factors accounting. Techniques of technical and fundamental analysis of the investment market conjuncture.

3. Risk management of the investment project.

General characteristics of project risks. Organization of works on assessment, analysis and risk management. Expert and rating assessment of project risks. Accounting for uncertainty in the evaluation of investment performance. Analysis of the sensitivity and sustainability of the project. Ways and methods of reducing the magnitude of risks. Accounting of risk factors while planning an investment project.

4. Financing of investment projects.

Forms and sources of investment projects financing. The main tasks and stages of work on the organization of project financing. Methods, forms and sources of project financing: issue of shares; loan financing, leasing financing. Development of an implementation plan and organization of project financing. Project evaluation by banks. Economic analysis of the project (qualitative analysis). Financial analysis of the project (quantitative analysis).

5. The concept and structure of the innovative process.

Innovation: essence and basic functions. Basic concepts and definitions. Innovational process content. The role of innovation in the modern economy. Basis of innovation activity of enterprises. Research of innovative activity of enterprises. Innovative policy of an enterprise.

6. Strategic management of an innovative enterprise.

Concept and types of innovative strategies. Innovation potential of the enterprise. Evaluation of innovation potential. The company's innovative climate. Evaluation of the innovation climate. Marketing approach to management of innovative processes.

7. Organization and planning of innovation.

Formation of organizational structures of an innovative enterprise. Classification of organizational structures of an innovative enterprise. Innovation planning. Processes, organization and methods of intrafirm innovation planning.

8. Management of innovative projects.

Fundamentals of innovative design. Organization of project management. Methods of economic evaluation of the effectiveness of the project. Risk management. Prospects for the development of innovative activities in the Republic of Belarus. Venture entrepreneurship.

METHODICAL CARD OF A SUBJECT
«INVESTMENT AND INNOVATION MANAGEMENT»
(Full-time Course, master program “Business Administration”)

Number of section, topic	Name of section, topic	Quantity of classroom hours				Other	Form of Knowledge Control
		Lectures	Practice	Seminars	Quantity of Controlled Self-Education hours		
1	2	3	4	5	6	7	8
1.	Basic points of investment design. Pre-investment studies	4	2	0	0	Presentation [1-9]	Test, interview
2.	Methods for estimation of the investment projects' effectiveness	6	4	0	0	Presentation [1-9]	Interview, Discussion of essays
3.	Risk management of the investment project	6	4	0	0	Presentation [1-9]	Test, interview
4.	Financing of investment projects	4	4	0	0	Market situations Problems [1-9]	Debates on market situations, interview
5.	The concept and structure of the innovative process	4	4	0	0	Presentation Market situations [1-9]	Interview, Solving Problems
6.	Strategic management of an innovative enterprise	6	4	0	0	Market situations [1-9]	Interview, debates on market situations
7.	Organization and planning of innovations	6	4	0	0	Presentation Problems [1-9]	Test, debates
8.	Management of innovative projects	6	4	0	0	Presentation Market situations [1-9]	Interview, debates on market situations
TOTAL:		42	30	0	0	-	Exam

INFORMATION-METHODICAL PART

Guidelines on the organization and performance of independent work of the master's students

In accordance with the Regulation on the independent work of students, approved by the Order of the Minister of Education of the Republic of Belarus (from 27.05.2013 № 405), the goals of independent work are: activation of educational and cognitive activity of students; Formation of skills and skills of students for self-acquisition and generalization of knowledge; Formation of skills and skills of students in the independent application of knowledge in practice; Self-development and self-improvement. The knowledge economy provides a wide range of tools for independent mastering of academic disciplines, so the educational standard of 40 to 65% of the time for studying the academic discipline "Management of Investments and Innovations" is reserved for independent work of undergraduates.

To organize an effective managed independent work, it is necessary to provide the appropriate scientific and methodological support for the discipline: lists of tasks and control activities; A list of recommended educational, scientific, reference, methodological literature; Educational and methodical complexes, including electronic ones; Access to library funds, electronic means of training, electronic information resources (local, remote access) for academic discipline; Typical tasks, tests, tests, algorithms for performing tasks, examples of solving problems, test tasks for self-testing and self-control, subject of abstracts, methodological developments on innovative forms of training and diagnostics of competencies, etc.

The main types of self-directed work of undergraduates are: the formation and assimilation of the content of the lecture notes on the basis of the textbooks recommended by the lecturer, including information educational resources (electronic textbooks, electronic libraries, etc.); writing essays; preparation of multimedia presentations and reports; Implementation of micro-surveys on a given problem; Preparation for practical classes; Practical development and development of recommendations for solving the problem situation; Fulfillment of homework assignments in the form of solving problems, performing standard calculations, calculating computer and individual works on certain topics; Computer-based self-monitoring and progress control based on electronic training and evaluation tests, etc.

Recommended tools for diagnosing competencies of undergraduates

Estimated diagnostic tools should provide an assessment of the ability of students to creative activity, their willingness to search for solutions to new problems associated with the lack of conventional algorithms.

To diagnose the competencies of students as a result of mastering the academic discipline "Management of Investments and Innovations", the following forms and means of knowledge assessment can be used.

Oral form – interviews; colloquiums; oral presentations and presentations at seminars; oral reports at student scientific-practical conferences; evaluation based on the results of business games; assessment based on the case-study method; exam.

Written form – tests; Control polls; test papers; essay; abstracts; individual tasks; publication of articles, reports; a written exam.

Written and oral form – reports on classroom or home practical assignments with their oral protection; defense of the thesis; evaluation by modular-rating system; evaluation based on the results of a business game.

Technical form – computer testing; multimedia presentations; video materials (thematic videos, problem videos).

The assessment of master's knowledge is made on a 10-point scale. To assess the knowledge and competence of students, the criteria approved by the Ministry of Education of the Republic of Belarus are used.

Normative and legislative acts

1. Investment Code of the Republic of Belarus: Adopted by the House of Representatives on May 30, 2001. Approved. The Council of the Republic of Resp., June 8, 2001. Entered into force on October 9, 2001.

2. Instructions for assessing the effectiveness of use in the national economy of the results of research, experimental design and experimental work. Approved. Decree of the Council of Ministers of the Republic of May 18, 2002. № 637.

LITERATURE


Basic

1. Chursin, A., Vlasov, Y., Makarov, Y. Innovation as a Basis for Competitiveness: Theory and Practice [Electronic resource] / A. Chursin, Y. Vlasov, Y. Makarov. – 2017. – Mode of access: <https://link.springer.com/book/10.1007%2F978-3-319-40600-8>. – Date of access: 20.05.2017.
2. Graham, B., Zweig, J. The Intelligent Investor: The Definitive Book on Value Investing. A Book of Practical Counsel [Electronic resource] / B. Graham, J. Zweig ; coll. W.E. Buffett – Revised Edition. – 2003. – Mode of access: <http://www.fxfl.com/english-books/The%20Intelligent%20Investor%20-%20BENJAMIN%20GRAHAM.pdf> – Date of access: 30.05.2017.
3. Republic of Belarus. Macroeconomics, innovation, economic security / M. V. Myasnikovich. – Minsk : Belorusskaya nauka, 2010. – 219 p.

More

4. Investment policy review series. – New York, Geneva : UN, 2000 – 2010.
5. Kolk, M., Eagar, R. How to manage your return on investment in innovation Reaping the most from innovation investments / M. Kolk, R. Eagar. – Prism. – 2014. – N. 1. – P. 66-82.
6. Schwager, J.D. The Little Book of Market Wizards: Lessons from the Greatest Traders / J.D. Schwager. – 2014. – 208 p.
7. Investing in Innovation: Creating a Research and Innovation Policy That Works / ed.: L.M. Branscomb, J.H. Keller Paperback – Cambridge, MA: MIT Press, 1999. – 500 p.
8. Scientific and technological potential innovation and investment in Belarus : [перевод на английский / редактор Л. В. Сидорова]. – Минск : Беларусь, 2016. – 47 с.
9. Scientific and technological potential innovation and investment in Belarus / [редактор В. Н. Пинчук]. – Минск : Беларусь, 2015. – 31 с.

**Protocol of the study program for the study of educational discipline with
other specialty disciplines**

The name of discipline, which requires approval	Discipline title	Suggestions for changes in the content of the training program for the study discipline	The decision, which was adopted at the department, establish a training program (with the date and protocol number)
<p><i>Информационные технологии</i> <i>по специальности</i></p>	<p><i>Информационные технологии</i> <i>по специальности</i></p>	<p>No comments </p>	<p>№ <u>14</u> Protocol on <u>08.06.2017</u></p>

**Additions and changes to the study program for the study of educational
discipline**

on _____ academic year

№	Additions and changes	Base

The curriculum was reviewed and approved at the meeting of the Department of Economics and Management (minutes No. _____ of _____ 20__)

Head of the Department of Economics and Management

Professor, Dr. Econ. Sciences _____ АА Bykov

APPROVED

Dean of the Faculty of International Business Communications

Associate Professor, Cand. Philol. Sciences _____ NV Popoc