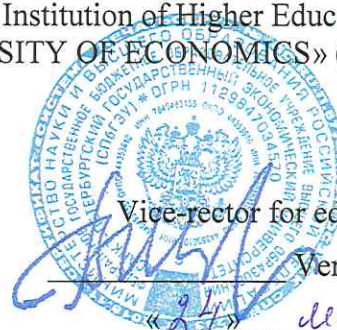


MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Budgetary Educational Institution of Higher Education
«SAINT-PETERSBURG STATE UNIVERSITY OF ECONOMICS» (UNECON)



APPROVED

Vice-rector for educational activities

Veronika.G. Shubaeva

«24» _____ 2023.

Проект: Анализ цифровых проектов / Feasibility analysis of digital projects

Syllabus of the course (implemented by way of practical training)

Specialty	38.03.02 Management
Specialization	Business management and digital innovations
Level of higher education	Bachelor
Form of training	Full-time
Year of enrolment	2023

Authored by:
PhD, Julia N.Solovjova

Total number of hours	180	Form of final attestation: Graded test: term 5
incl:		
contact work	80	
self-study	100	
practical training	42	
control hours	0	

Hours distribution:

Term:	5
Type of classes	Hours
Contact hours	38
Practical training	42
Laboratory work	
Total contact hours	80
Self-study	100
Control hours	0
Total academic hours	180
Total credits	5

Saint-Petersburg
2023

CONTENTS

1. LEARNING OBJECTIVES	3
2. COURSE PLACE IN THE PROGRAMME STRUCTURE.....	3
3. EXPECTED LEARNING OUTCOMES	3
4. COURSE STRUCTURE AND CONTENT.....	4
5. PROJECT WORK IN THE IMPLEMENTATION OF THE DISCIPLINE.....	4
6 TEACHING AND LEARNING TOOLS OF THE COURSE.....	4
6.1 Recommended literature	4
6.2 List of software (including national production).....	4
6.3 List of reference systems and modern professional databases	4
7. TECHNICAL FACILITIES.....	5
8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS	6
ASSESSMENT RESOURCES.....	7
1.1 Control tasks and assignments for interim attestation.....	7
1.2 Interim certification.....	7
1.3. Result rating scale	7

1. LEARNING OBJECTIVES

Objective:	Develop abilities for project work, develop knowledge and skills in the field of feasibility studies of innovative digital projects.
-------------------	--

2. COURSE PLACE IN THE PROGRAMME STRUCTURE

The discipline B1.V Feasibility analysis of digital projects is part of Block 1.

The discipline, as a component of the educational programme, is implemented in the form of practical training through the direct performance of certain types of work related to the future professional activity of the students.

3. EXPECTED LEARNING OUTCOMES

Code and name of graduate competence	Code and name of the competence achievement indicator	Expected learning outcomes
PC-2 - Planning, organization of work execution, completion of the project in accordance with the assignment received	PC-2.2 - Able to carry out operational project management based on the analysis of input data	Know: project management methods and tools. Be able to: analyze the project task, assess the information needs to complete the project, plan the content and duration of each stage of the project. Possess: principles of operational project management.
PC-8 - Justification, based on an analysis of financial and economic risks, of the possibility of business transformation	PC-8.2 - Able to determine ways for further business development based on analytical data	Know: methods for analyzing information about the external and internal environment of an enterprise. Be able to: identify factors of the external and internal environment of innovative digital projects. Possess: market analysis skills to determine possible business development strategies.
UC-2 - Able to determine the range of tasks within the framework of the set goal and choose the best ways to solve them, based on current legal norms, available resources and limitations	UC-2.2 - Selects optimal ways to solve problems based on current legal norms, available resources and limitations	Know: current legal norms and restrictions that have a regulatory impact on project activities. Be able to: determine the range of project tasks, formulate a project implementation schedule. Possess: principles for choosing ways to achieve project goals based on available resources and limitations.

4. COURSE STRUCTURE AND CONTENT

Stages of implementation of the discipline	Contents of the stage
Planning of work on the project.	Familiarization with the subject area. Setting the goal of the project work. Defining roles in the project team. Drawing up a project schedule.
Assessing the competitive landscape.	Identification of market development trends. Market structure. Characteristics of venture investments in the market: search in startup databases. Analysis of the competitive situation. Assessing the strengths and weaknesses of competing solutions.
Identifying target segments and justifying a unique value proposition.	Market segmentation. Client pain. Solutions currently used by customers. Matching the unique value proposition to customer needs. Verification of DRM with representatives of target clients.
Developing a market entry plan.	Proposal of a promising business model. Determination of cost structure and sources of income. Unit economics analysis. Market entry planning.
Preparation and defense of the presentation.	Preparing and defending a presentation in the presence of business representatives.

5. PROJECT WORK IN THE IMPLEMENTATION OF THE DISCIPLINE

The implementation of the discipline is carried out in the form of project work of students and provides for the possibility of partial implementation of the discipline outside the territory of the university on the basis of the relevant organisation, with which the contract on practical training on this VET programme is concluded. The choice of specific tasks depends on the specific activities of the relevant organization.

6 TEACHING AND LEARNING TOOLS OF THE COURSE

6.1 Recommended literature

Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)	Digital resources
Barancheev, V. P. Innovation management: a textbook for universities / V. P. Barancheev, N. P. Maslennikova, V. M. Mishin. - Moscow: Yurayt Publishing House, 2022.	https://urait-ru.ezproxy.uneco.../upravlenie-innovaciyami-488625
Project management: textbook and workshop for universities / A. I. Balashov, E. M. Rogova, M. V. Tikhonova, E. A. Tkachenko; under the general editorship of E. M. Rogova. - Moscow: Yurayt Publishing House, 2022.	https://urait-ru.ezproxy.uneco...er/upravlenie-proektami-468486

6.2 List of software (including national production)

- 7-Zip
- LibreOffice
- ОС АЛЪТ образование 10

6.3 List of reference systems and modern professional databases

№	Name of reference systems and professional databases
1.	Digital library Grebennikon.ru – www.grebennikon.ru
2.	Science Digital Library eLIBRARY – www.elibrary.ru
3.	Science Digital Library КиберЛеника – www.cyberleninka.ru
4.	Database ПОЛПРЕД Справочники – www.polpred.com
5.	Database OECD Books, Papers & Statistics on the platform OECD iLibrary www.oecd-ilibrary.org
6.	Legal reference system КонсультантПлюс (installed resource UNECON or www.consultant.ru)
7.	Legal reference system «ГАРАНТ» (installed resource UNECON or www.garant.ru)
8.	Information and referral system «Кодекс» (installed resource UNECON or www.kodeks.ru)
9.	Digital library system BOOK.ru - www.book.ru
10.	Digital library system ЭБС ЮРАЙТ – www.urait.ru
11.	Digital library system ЗНАНИУМ (ZNANIUM) – www.znanium.com
12.	Digital library UNECON – opac.unecon.ru

7. TECHNICAL FACILITIES

There are special rooms for lectures, seminars, coursework, group and individual consultations, current and interim assessments, as well as rooms for self-study.

The premises are equipped with equipment and teaching aids.

The rooms for students' independent work are equipped with computers with Internet connection and access to the university's electronic learning environment.

Name of classroom	Classroom location
Classroom 2026 Computer class (for practical classes, course design (coursework) with the use of computer technology). Special furniture and equipment: Educational furniture for 25 seats, teacher's workplace (table - 2 pcs., chair - 1 pc.), marker board with 3 sections - 1 pc, rack hanger - 2 pcs, iso chair - 9 pcs, blinds - 2 pcs, Computer pentium x2 g3250 /8Gb/500gb/ philips 21.5') - 1 pc, Computer Intel X2 G3420/8 Gb/500 HDD/PHILIPS 200V4- 23 pcs, Laptop HP 250 G6 1WY58EA -2 pcs, Multimedia projector Optoma x400 - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2062 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 56 seats, teacher's workplace, chalk board (one section) - 1 pc, chair - 1 pc, desk - 1 pc, chair - 2 pcs, Intel Core i3-2100 CPU @ 3.10GHz/4/500 Acer V193 computer - 1 pc, Panasonic PT-VX610E multimedia projector - 1 pc, Optoma EX-632 multimedia projector - 1 pc, DRAPER TARGA 221x295 screen - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P

In the course of the discipline in the form of practical training in a professional organisation, students shall be given the opportunity to use the premises of the professional organisation as agreed in the practical training agreement, as well as the equipment and technical

means of training located there, necessary for the successful performance of certain types of work related to the future professional activity.

8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS

Students with disabilities, if necessary, are taught on the basis of an adapted work programme using special teaching methods and didactic materials that take into account the particularities of their psychophysical development, individual capacities and health status.

In order for disabled persons and persons with disabilities to master the curriculum, the University shall ensure that:

- for the visually impaired and visually impaired: availability of information on the timetable in accessible places and adapted forms for learners who are blind or visually impaired; presence of an assistant to assist the learner as needed; production of alternative formats of teaching materials (large print or audio files);
- for the hearing-impaired and hearing-impaired: adequate sound reproduction of information;
- for persons with disabilities and persons with mobility impairments: the possibility of unimpeded access for students to classrooms, restrooms and other areas of the department, as well as their stay in these areas.

Learners with disabilities and persons with disabilities are provided with printed and/or electronic educational resources in forms adapted to their disabilities. The education of students with disabilities may be organised with other students or in separate groups or organisations.

ASSESSMENT RESOURCES

Assessment of knowledge, skills and (or) experience, characterising the stages of competence formation is carried out through the procedures of current control and intermediate attestation in accordance with this FS, the work programme of the discipline and the LPA of the University.

1.1 Control tasks and assignments for interim attestation

Assignments for current monitoring are formed in accordance with the project sheet

Number	Type	Method of conduct	Stage numbers of the discipline
1	Informational and analytical work	oral	1-3
2	Project analytical work	oral	4-5
3	Monitoring	by technical means and information systems	1-5

Self-study

Name of self-study	Stage numbers of the discipline
Work with analytical databases, normative documents, reference books	2
Performing calculations, analyses, computational-graphic and other tasks	2-3
Development of individual/group projects	1-5

Current control is carried out during the period of discipline.

1.2 Interim certification

The results of mastering the discipline in the form of practical training are assessed through intermediate certification by defending completed reports with the possible implementation of procedures for internal independent assessment of the quality of educational activities with the involvement of practitioners and independent experts.

The procedure for passing intermediate certification is regulated by the Regulations on the practical training of students mastering basic professional educational programs of higher education, the Regulations on ongoing monitoring of academic performance and intermediate certification of students in higher education programs.

1.3. Result rating scale

Grading scales and procedures for assessing learning outcomes in the discipline are regulated by the Regulations on ongoing monitoring of academic performance and intermediate certification of students in higher education programs and the Regulations on the point-rating system.

To assess the maturity of learning outcomes in the discipline, a point-rating system of student performance is used.

The form of final control in the discipline is an exam (or differentiated test), the final grade is formed in accordance with the scale given in the table below:

Points	Grade
≤ 54	fail
55-69	satisfactory
70-84	good
≥ 85	excellent

Grading scale

2 (points to 54)	Demonstrates a lack of understanding of the problem. Many of the requirements of the assignment are not met. An initial perception of the material is demonstrated. The work is incomplete and/or plagiarised.
3 (points 55-69)	Demonstrates a partial understanding of the problem. Most of the requirements of the task have been met. Mastery of the elements of the assigned material. The material is mostly clear and coherent.
4 (points 70-84)	Demonstrates considerable understanding of the issue by the discipline. All requirements of the assignment are fulfilled. The content of the completed tasks is disclosed and examined from different perspectives.
5 (points 85-100)	Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled. Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity.

If necessary, assessment tools adapted for students with disabilities are used for the interim assessment of students' practice.