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ФИО: Ястребов Олег Александрович  
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**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
NAMED AFTER PATRICE LUMUMBA  
RUDN University**

**Higher School of Management**

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educational division (faculty/institute/academy) as higher education programme developer

**COURSE SYLLABUS**

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**Investment Design and Business Assessment**

(course title)

**Recommended by the Didactic Council for the Education Field of:**

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**43.04.02 Tourism**

field of study / speciality code and title

**The course instruction is implemented within the professional education programme of higher education:**

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**Business Processes in Tourism and Hospitality**

higher education programme profile/specialisation title

## 1. COURSE GOAL

The purpose of mastering the Investment Design and Business Assessment course is a comprehensive study of the theoretical aspects and practical provisions of the formation and implementation of the stages of the investment design process based on the economic justification of investment decisions in the tourist industry.

## 2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Investment Design and Business Assessment course is designed for students to acquire the following competencies (parts of competencies):

*Table 2.1. List of competences that students acquire when mastering the course*

<b>Competence Code</b>	<b>Competence Descriptor</b>	<b>Competence Formation Indicators (within this course)</b>
PC-1.	Able to carry out strategic planning of activities in tourism at various levels, organizing and supervising them.	PC-1.1. Able to conduct strategic analysis, identify success factors, economically substantiate corporate and functional strategies for the development of tourism enterprises. PC-1.3. Able to forecast the development of the tourism sector and tourism activities in the context of various levels of management, including based on foresight technologies.
PC-2.	Able to manage project development, justification and implementation, introduce changes in the tourism sector.	PC-2.1. Able to design professional activity objects taking into account modern technologies and tourism innovations. PC-2.2. Able to organize, coordinate and control activities for the development of business plans in tourism as a technology for justifying projects and making business decisions. PC-2.3. Able to carry out resource planning for tourism projects, monitor the project implementation process, promptly identify deviations in the implementation of business plans in the tourism sector and manage activities to eliminate them.

## 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Investment Design and Business Assessment course refers to the variable component of the B1 block of the higher educational programme curriculum.

Within the higher education programme students also master other disciplines (modules) and / or internships that contribute to the achievement of the expected learning outcomes for the Investment Design and Business Assessment course.

*Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes for the course.*

Competence Code	Competence Descriptor	Preceding Disciplines/Modules, practices*	Subsequent Disciplines/Modules, Practices*
PC-1.	Able to carry out strategic planning of activities in tourism at various levels, organizing and supervising them.	<ul style="list-style-type: none"> <li>• Tourist Market Economics</li> <li>• Hospitality Industry Economy</li> </ul>	<ul style="list-style-type: none"> <li>• Service Quality Management</li> <li>• Business Intelligence and Data Analysis</li> <li>• Territorial Recreational System Formation and Management</li> <li>• Financial Management</li> <li>• Pre-Graduation Internship</li> <li>• Preparing for defence and defending a graduation thesis</li> </ul>
PC-2.	Able to manage project development, justification and implementation, introduce changes in the tourism sector.	<ul style="list-style-type: none"> <li>• Organizing Project Activities in Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Business Engineering in Tourism Industry</li> <li>• Cross-Border Development in Tourism</li> <li>• Pre-Graduation Internship</li> <li>• Research and Development</li> <li>• Preparing for defence and defending a graduation thesis</li> </ul>

\* -To be filled in according with the competence matrix of the higher education programme

#### 4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the Investment Design and Business Assessment course is 4 credits.

Table 4.1. Types of academic activities during the period of mastering the HE programme

Type of Academic Activities	TOTAL, academic hours	Semester
		2
<i>Контактная работа, ак.ч.</i>	<b>34</b>	<b>34</b>
including:		
Lectures	17	17
Lab work	-	-
Seminars	17	17
<i>Self-study, academic hours</i>	74	74
<i>Evaluation and assessment (exam), academic hours</i>	36	36
<b>Course workload</b>	ac. hrs.	144
	credits	4

#### 5. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

<b>Module Title</b>	<b>Course Module Contents</b>	<b>Learning Activities*</b>
1. Investment Design Basics	<p>Topic 1. Investment activity and investments. An investment project. Stages of investment design. State regulation of investment activity. Return on investment. Determining the discount rate.</p> <p>Topic 2. Methods of evaluating the effectiveness of investment projects. Real options and modern methodology for evaluating investment projects. Analysis of the sustainability of an investment project using sensitivity assessment, scenario analysis and simulation modeling. Design specifications and estimates of an investment project.</p>	Lecture, Seminar
2. Managing the implementation of investment projects	<p>Topic 3. Conditions for the implementation of an investment decision. The business plan of the investment project. The structure and content of the sections of the business plan. Description of the object of the business plan of the tourism sector. Conducting an analysis of the travel agency's business environment. The marketing plan and its features in business planning. Conducting a SWOT analysis as part of a marketing plan. Setting SMART business plan goals. The value of the resume. Business plan of a tourism industry enterprise: production plan, break-even estimate (critical point of production volume). The marketing plan. The organizational plan. The financial plan. Requirements for the preparation of a financial plan. Business planning in modern technology of attracting investment resources. Valuation of investments in business planning. The discount method. Indicators of the economic efficiency of the business plan. A risk plan and estimated indicators of its level.</p>	Lecture, Seminar
3. Business Valuation	<p>Topic 4. The process of determining the value of an enterprise. The cost of equity. The cost and structure of the borrowed capital of the investment project. The CAPM model as a method for calculating the required return on investments based on an assessment of their risk.</p> <p>Topic 5. Business valuation methods. The importance of business valuation in making investment decisions.</p>	Lecture, Seminar

\* - To be filled in only for **FULL-TIME** mode of study: *Lecture, Lab Work, Seminar.*

## **6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS**

*Table 6.1. Classroom Equipment and Technology Support Requirements*

Classroom for Academic Activity Type	Classroom Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
Lecture	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 11 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Seminar	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 11 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Self-Studies	Classroom equipped with a set of specialized furniture; PCs with access to electronic information and educational environment.	Microsoft Garant Consultant Plus Windows 11 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)

## 7. RESOURCES RECOMMENDED FOR THE COURSE STUDY

### *Main Readings:*

1. Floriana Cerniglia, Francesco Saraceno, Andrew Watt. Financing Investment in Times of High Public Debt: 2023 European Public Investment Outlook. Open Book Publishers; 2023. URL: <https://search.ebscohost.com/login.aspx?direct=true&db=e001mww&AN=3762202&site=ehost-live>
2. Fischer, M., Foord, D., Frecè, J., et al. Sustainable Business. Managing the Challenges of the 21st Century. NYC: Springer Nature, 2023. URL: <https://library.oapen.org/bitstream/20.500.12657/63559/1/978-3-031-25397-3.pdf>

### *Additional Readings:*

3. Handbook of Research on Strategic Management for Current Energy

Investments / Edited by Serhat Yuksel and Hasan Dinçer. - Engineering Science Reference, 2022. URL:

[https://lib.rudn.ru/MegaPro/UserEntry?Action=Link\\_FindDoc&id=515585&idb=0](https://lib.rudn.ru/MegaPro/UserEntry?Action=Link_FindDoc&id=515585&idb=0)

4. Marinova, S., Marinov, M. Reconfiguration of Business Models and Ecosystems. Oxfordshire: Taylor & Francis, 2023. URL: <https://directory.doabooks.org/handle/20.500.12854/99497>

5. Delmon, J. Private Sector Investment in Infrastructure : Project Finance, PPP Projects and PPP Frameworks / D. Jeffrey. - Kluwer Law International, 2021.

*Internet sources:*

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access based on concluded agreements:

- RUDN University Electronic Library System (RUDN University ELS)

<http://lib.rudn.ru/MegaPro/Web>

- ELS "University Library Online" <http://www.biblioclub.ru>

- ELS "Urait" <http://www.biblio-online.ru>

- ELS "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)

- ELS "Lan" <http://e.lanbook.com/>

- ELS "Troitsky Bridge"

*Databases and search engines:*

- electronic fund of legal and normative-technical documentation <http://docs.cntd.ru/>

- Yandex search engine <https://www.yandex.ru/>

*Educational and methodological materials for student self-studies when mastering the course/module\*:*

1. Lecture course on Investment Design and Business Assessment.
2. Methodological guidelines for students' self-studies when mastering the course.
3. Methodological recommendations for ensuring accessibility of the programme for students with limited health capacities.

\* - The methodological materials and guidelines for the self-studies are placed on the course page in the university telecommunication training and information system under the set procedure.

**DEVELOPERS:**

**Professor, Doctor habil. in  
Economics**

Position, Educational Department

**E.S. Bogomolova**

Signature

Name

Position, Educational Department

Signature

Name

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Position, Educational Department

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Signature

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Name

**HEAD OF EDUCATIONAL DEPARTMENT:**

**Head of the Department**

**H.A. Konstantinidi**

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Educational Department

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Signature

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Name

**HEAD OF HIGHER EDUCATION PROGRAMME:**

**Professor, Doctor habil. in  
Economics**

**E.S. Bogomolova**

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Position, Educational Department

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Signature

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Name