N.S. Plaskova

Economic analysis of investment activity

Пласкова Н.С.

Экономический анализ инвестиционной деятельности

Accent Graphics
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ECONOMIC ANALYSIS OF INVESTMENT ACTIVITY

TEXTBOOK

For bachelors of "Management",
"Economics", "Finance and Credit",
"State and Municipal Management",
"Economic security"

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The textbook contains theoretical, methodological and practical materials that are essential for the development of the academic discipline "Investment analysis". The main provisions of investment economic analysis are presented, that make it possible for management of companies to assess project risks and economic benefits at the stages of preparing projects to expand production activities, introduce modern technologies, provide the production with new equipment. The textbook is intended for bachelors of "Economics", "Management", "Finance and Credit", "State and Municipal Administration", "Economic Security" and others.

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ЭКОНОМИЧЕСКИЙ АНАЛИЗ ИНВЕСТИЦИОННОЙ ДЕЯТЕЛЬНОСТИ

УЧЕБНОЕ ПОСОБИЕ

для студентов, обучающихся
по направлениям
подготовки бакалавров «Менеджмент»,
«Экономика», «Финансы и кредит»,
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Учебное пособие содержит материалы теоретического, методического и практического характера, необходимые для освоения учебной дисциплины «Инвестиционный анализ». Представлены основные положения инвестиционного экономического анализа, которые в управлении компаниями позволяют оценить проектные риски и экономические выгоды на этапах подготовки проектов по расширению производственной деятельности, внедрению современных технологий, оснащению производства новым оборудованием. Учебное пособие предназначено для студентов бакалавриата, обучающихся по направлениям подготовки «Экономика», «Менеджмент», «Финансы и кредит», «Государственное и муниципальное управление», «Экономическая безопасность» и ряда других направлений, учебными планами которых предусмотрены дисциплины, раскрывающие основы инвестиционной деятельности предприятий, инвестиционное проектирование, оценку инвестиционных рисков, связанных с капитальными вложениями.

Contents

Introduction

Successful business management is not possible without realistic forecasting, development and implementation of investment projects. Based on marketing research and its production, financial, organizational and other capabilities, the organization carries out forecasting of activities in general and individual projects aimed at expanding its scope, developing new types of products, introducing advanced technologies and technical means. The results of a comprehensive and in-depth investment analysis play an exceptional role in substantiating the system of project indicators of investment efficiency. Investment analysis allows enterprises to develop high-quality and realistic projects, thereby contributing to strengthening competitiveness, increasing investment attractiveness and sustainable business development.

The most important part of investment design is the consistent formation of a system of indicators that reveal in detail the directions and objects of investment, the volume of capital expenditure needs, the stages of project implementation, its key characteristics, the parameters of payback and profitability of the project that are necessary for investors and project managers to understand the profitability of the project and participate in it. The main components of a holistic investment project are:

- justification of the profitability of the project for its potential participants;
- proof of strengthening the viability and future sustainability of an organization implementing the project;
- foresight of investment project risks;
- concretization of business prospects in the form of a system of quantitative and qualitative indicators.

The objects of investment can be various projects aimed at solving certain tasks, such as scaling up production activities; creating a new organization; implementing investment projects to develop the production of new types of products; reorganizing an economic entity, etc.

The textbook presents a wide range of issues of investment analysis: the main theoretical and methodological provisions of investment design, the formulations of the concepts of investment analysis, specific classifications of investments, tools for assessing their expected effectiveness and associated risks in modern business management conditions. The characteristics of investments are given, their content, goals and objectives of investment activity of enterprises are disclosed, methodological approaches to creating a reliable system of analytical support for evaluating the effectiveness of investment projects are outlined. The indicators used in investment analysis, their calculation algorithms, and criteria evaluation values are widely presented. One of the chapters of the textbook is devoted to the analysis of investment risks, the methodology of their assessment and justification of management decisions aimed at minimizing the negative consequences of their implementation. Considerable attention is paid to solving the problems of financing the investment activity of the enterprise, optimizing the volume and forms of borrowing, analyzing the financial situation affecting the possibility of obtaining borrowed funds for project purposes.

The textbook is designed in such a way that the provisions of the modern theory of investment analysis are presented in an accessible language, with illustrative examples of the practical use of methods and techniques.

The book is intended primarily for undergraduate students studying disciplines such as “Economics”, “Management”, “Finance and Credit”, “State and Municipal Administration”, “Economic Security”. The book can also be useful for practicing specialists of planning, economic and financial services of enterprises who, by the nature of their activities, need to analyze various investment options, predict the risks and benefits associated with them both for investors and for enterprises implementing investment projects.