
657.9 : [338.45 : 69]

Parushina Natalya Valeryevna,
Doctor of Economics, Professor,
Head of the Department of Financial Accounting, Analysis and Audit,
Oryol State University of Economy and Trade,
Oryol.

Gubina Oksana Vitalyevna,
Ph.D. in Economics, Associate Professor,
Associate Professor of the Department of Financial Accounting, Analysis and Audit,
Oryol State University of Economy and Trade,
Oryol.

TECHNIQUE OF THE SYSTEM ANALYSIS OF INVESTMENT AND BUSINESS ACTIVITY IN MANAGEMENT OF REAL ESTATE DEVELOPMENT COMPANIES

As shows foreign and Russian experience, investing activities in the conditions of the market relations are relevant and effective for receipt of an additional profit, expansion of business and satisfaction of interests and needs of owners.

Authors consider that in case of implementation of the concept of the system analysis of accounting (financial) records the investment analysis shall be based on indicators of forms of account, first of all. In this regard the main goal of the complex system analysis consists in refining and determination of system of indicators and techniques of assessment of investment and business activity of all subjects of economy on the basis of accounting (financial) records. The technique of the system analysis shall consider dynamics, a condition and the prospects of investments, including in case of development of business plans and investment policy.

In article use of the coefficient analysis is proved. Coefficients have industry specifics therefore they have no optimum recommended values. Their determination is possible within this or that industry or a field of activity of the organization. In this regard it is reasonable to perform the comparative analysis of business activity of the organizations within one type of activity.

Keywords: system analysis, business activity, investment activity, investment soundness, investment financing, accounting (financial) records.

« [1, 2, 3, 4]. » [2]. [2, 4, 7, 9, 10, 12]. () () ; [7]. (.1). [9]. [12].

1.

*

			%		(+, -)	
	11	—	0,01	—	-11	-0,01
	2116	3108	1,98	1,98	992	0
	104765	153303	97,90	97,89	48538	-0,01
	—	—	—	—	—	—
	—	—	—	—	—	—
	—	—	—	—	—	—
	117	195	0,11	0,13	78	0,02
	107009	156606	100	100	49597	0

*

50 %

[11].

(1)

[5].

2.

2.

*

				(+, -)
	$\frac{1}{(-)}$	0,082	0,053	-0,029
-	$\frac{(+ +)}{/}$	0,826	0,927	0,101
	$\frac{1}{/}$	1,021	0,993	-0,028
-	$\frac{1}{(+)}$	0,979	1,007	0,028
-	$\frac{1}{/}$	0,00012	0,00011	-0,00001

*

0,029,

90 %

0,101, 10,1 %.

) [13].

1,

(.3).

[6].

[8].

(.4).

3.

*

(Net Present Value — NPV)	$PV = \sum_{n=1}^n \frac{P_n}{(1+r)^n},$ $NPV = \sum_{n=1}^n \frac{P_n}{(1+r)^n} - IC,$ <p>PV – Pn – r – IC – NPV</p>
() (Internal Rate of Return — IRR)	$IRR = r,$ $IRR = f(r) = 0.$ IRR
(Modified International Rate of Return — MIRR)	MIRR —
(Profitability — PI)	$PI = \sum_{n=1}^n \frac{P_n}{(1+r)^n} / IC,$ <p>PI —</p>
(Payback Period — PP)	$PP = \min n,$ $\sum_{n=1}^n P_n > IC.$ PP
(Accounting Rate of Return — ARR)	$ARR = \frac{PN}{IC} \times 100\%,$ PN – IC – ARR

*

4.

()*

				(+,-)
	/	1,41	1,16	-0,25
	/	11,28	15,06	3,78
	/	3,92	4,51	0,59
	/	11,24	1,56	-9,68
	/	3,76	4,24	0,48
	/	4,77	6,69	1,92
	/	43,69	46,81	3,12
	/	8,52	17,45	8,93
	/	12930,06	14,57	-12915,49

;

*

1. // — 2016. — 4 (4). — .17–22. / . . . , . . . , . . .

2. // : , , . — 2017. — 3 (40). — .5–14. / . . . , . . .

3. // : , , . — 2017. — 1 (38). — .5–16. / . . . , . . .

4. // — 2016. — 6 (7). — .217–224. / . . . , . . .

5. // : VIII — 2016. — .164–167. / . . . , . . .

6. // « » 2. — - CreateSpace, 2016. — .164–167. / . . . , . . .

7. // — 2010. — 2. — .157–161. / . . . , . . .

8. ; . — : , 2001. — 400 . / . . . , . . .

9. : 2 . — : - , 2015. — .115–121. / . . . , . . .

10. // : , 2005. — 560 . / . . . , . . .

11. // : — 2017. — 6. — .398–402. / . . . , . . .

12. // : — 2016. — 1 (15). — .6–13. / . . . , . . .

13. // : — 2017. — .50–52. / . . . , . . .

SPISOK LITERATURY

1. Blazhevich O.G. Istochniki formirovaniya finansovykh resursov predpriyatiya / O.G. Blazhevich, E.A. Arifova, A.L. Suleymanova // Vestnik nauki i tvorchestva. — 2016. — 4 (4). — S. 17–22.

2. Vorobyov Yu.N. Formirovaniye finansovykh resursov publichnymi aktsionernymi obshchestvami stroitel'nogo sektora / Yu.N. Vorobyov // Nauchnyy vestnik: finansy, banki, investitsii. — 2017. — 3 (40). — S. 5–14.
3. Vorobyova E.I. Finansovoye polozheniye Rossii v usloviyakh obostreniya krizisnykh yavleniy v ekonomike / E.I. Vorobyova // Nauchnyy vestnik: finansy, banki, investitsii. — 2017. — 1 (38). — S. 5–16.
4. Vorobyova E.I. Teoreticheskiye osnovy otsenki investitsionnoy privlekatel'nosti predpriyatiya / E.I. Vorobyova, V.I. Banturova, O.G. Blazhevich // Byulleten' nauki i praktiki. — 2016. — 6 (7). — S. 217–224.
5. Gubina O.V. Nauchnyy podkhod k razrabotke strategii investitsionnoy privlekatel'nosti organizatsii / O.V. Gubina // Nauka v sovremennom informatsionnom obshchestve: Materialy VIII mezhdunarodnoy nauchno-prakticheskoy konferentsii. n.-i. ts. «Akademicheskii». Tom 2. — Izd-vo CreateSpace, 2016. — S. 164–167.
6. Gubina O.V. Razvitiye sistemnogo podkhoda kak osnovy sovremennoy analiticheskogo issledovaniya / O.V. Gubina // Nauchnyye zapiski OrelGIET. — 2010. — 2. — S. 157–161.
7. Yendovitskiy D.A. Kompleksnyy analiz i kontrol' investitsionnoy deyatel'nosti. Metodologiya i praktika / D.A. Yendovitskiy; pod red. professora L.T. Gilyarovskogo. — M.: Finansy i statistika, 2001. — 400 s.
8. Katykina Ye.V. Metody otsenki effektivnosti investitsionnoy deyatel'nosti / Ye.V. Katykina, N.V. Parushina // Ekonomicheskaya bezopasnost': problemy, perspektivy, tendentsii razvitiya: Materialy II Mezhdunarodnoy nauchno-prakticheskoy konferentsii: v 2 chastyakh. — Perm': Izd-vo Permskiy gosudarstvennyy natsional'nyy issledovatel'skiy universitet, 2015. — S. 115–121.
9. Markar'yan E.A. Ekonomicheskii analiz khozyaystvennoy deyatel'nosti: Uchebnyy / E.A. Markar'yan, G.P. Gerasimenko, S.E. Markar'yan. — Rostov n/D.: Feniks, 2005. — 560 s.
10. Parushina N.V. Kontseptsiya mnogourovnevnogo analiza dlya effektivnoy realizatsii investitsionnoy politiki / N.V. Parushina // Obrazovaniye i nauka bez granits: fundamental'nyye i prikladnyye issledovaniya. — 2017. — 6. — S. 398–402.
11. Parushina N.V. Formirovaniye i ispol'zovaniye pokazateley bukhgalterskoy otchetnosti organizatsiy v upravlenii i ekonomicheskoy analize / N.V. Parushina, O.V. Gubina, M.V. Kalabukhina // Ekonomicheskaya sreda. — 2016. — 1 (15). — S. 6–13.
12. Selezneva N.N. Finansovyy analiz. Upravleniye finansami. Uchebnoye posobiye dlya vuzov / N.N. Selezneva, A.F. Ionova. — 2-ye izd. perer. i dop. — M.: YUNITI-DANA, 2005. — 639 s.
13. Trofimov M.N. Razvitiye metodiki otsenki vliyaniya investitsionnoy deyatel'nosti na ekonomicheskuyu ustoychivost' organizatsiy / M.N. Trofimov, N.A. Lytneva // V sbornike: Aktual'nyye problemy menedzhmenta i ekonomiki v Rossii i za rubezhom. — Novosibirsk: Izd-vo Innovatsionnyy tsentr razvitiya obrazovaniya i nauki, 2017. — S. 50–52.

10 2018

28 2018