

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

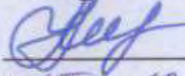
**National Aviation University**

Faculty of Economics and Business Administration

Department of Air Transport Economics

AGREED

Acting Dean of FEBA

  
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« 15 » 12 2023 p.

APPROVED BY

Vice-Rector for Academic Affairs

  
Anatoliy POLUKHIN  
« 18 » 12 2023 p.



Quality management system

**COURSE TRAINING PROGRAM**

on

**«Intellectual and Internet business»**

Field of study: 07 "Management and administration"

Speciality: 073 "Management"

Educational Professional Program: "Management of foreign economic activity"

Form of study	Semestr	Total (hours/ECTS credits)	Lectures	Practicals	Self-study	CW/CGP /C	TP/C Pr	Form of semester control
Full-time	2	120/4	18	18	84	–	–	Graded Test 2s.
Part-time	1,2	120/4	6	6	108	CW-2s.	–	Graded Test 2s.

Index: CM-7-073-2/22-3.6


Index: CM-7-073-2pt/22-3.6






The Course Training Program on «Intellectual and Internet business» is developed on the basis of the Educational Professional Program «Management of Foreign Economic Activity», Master Curriculum №CM-7-073-2/21, CM-7-073-2pt/22 and Master Extended Curriculum №ECM-7-073-2/22, ECM-7-073-2pt/22 for Specialty 073 "Management" and corresponding normative documents.

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The curriculum was discussed and approved at the meeting of the Department of Air Transport Economics, Minutes No. 26 of 15 November 2023.

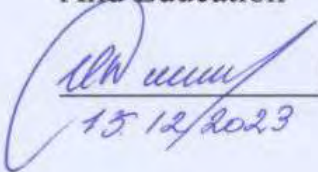
Head of the Department  Olena AREFIEVA

Discussed and approved by the Graduate Department for Specialty 073 "Management", Educational Professional Program "Management of foreign economic activity"- Department of Management of Foreign Economic Activity of Enterprises, Minutes No. 13 of "13" грудня 2023.

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 Iryna ZARUBINSKA  
15.12.2023

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## INTRODUCTION

The Course Training Program on «Intellectual and Internet business» is developed based on the "Methodical guidance for the subject Course Training Program", approved by the order № 249/од, of 29.04.2021 and corresponding normative documents.

### 1. EXPLANATORY NOTES

#### 1.1. Place, objectives, tasks of the subject

The discipline "Intellectual and Internet Business" is an elective discipline and improves the theoretical and practical foundations of the body of knowledge and skills that form the profile of a specialist in the field of management.

The purpose of the discipline "Intellectual and Internet Business" is to form a set of theoretical knowledge and practical skills of forming and managing intellectual and Internet business, economic justification of its development and ensuring its successful operation.

The objectives of the discipline are:

- study of the basic theoretical principles of intellectual and Internet business as a specific format of business activity;
- disclosure of the essence and specifics of intellectual products;
- study of acceptable business models and modelling of intellectual and Internet business;
- identification of risks of Internet business;
- development of models for the promotion and commercialisation of intellectual and Internet products.

#### 1.2. Learning outcomes, the subject makes it possible to achieve

PLO 1.To critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions;

PLO 2.Design effective management systems for organisations;

PLO 3.Justify and manage projects, generate entrepreneurial ideas;

PLO 4.Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility;

PLO 5.Apply specialised software and information systems to solve organisational management problems;

PLO 6.Demonstrate leadership skills and the ability to work in a team, interact with people, influence their behaviour to solve professional problems;

PLO 7.Ensure personal professional development and time management;

PLO 8.To be able to analyse and evaluate the completeness of information in the course of professional activity and to supplement and synthesise missing information, working in conditions of uncertainty.

#### 1.3. Competencies the subject makes it possible to acquire

The discipline "Intellectual and Internet Business" strengthens the following competences:


GC 1. Skills in the use of information and communication technologies;

GC 2. Ability to generate new ideas (creativity);

GC 3. The ability to form a worldview, understanding of the principles of social development. Initiative and entrepreneurial spirit;

GC 4. Ability to analyse and synthesise on the basis of logical arguments and proven facts. Ability to analyse and structure the problem of the enterprise and develop solutions (i.e. entering a new market / market environment);



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GC 5. Acquisition of flexible thinking, openness to the application of physical knowledge and competences in a wide range of possible workplaces and everyday life;

PC 1. Ability to establish values, vision, mission, goals and criteria by which the organisation determines further directions of development, to develop and implement appropriate strategies and plans;

PC 2. Ability to effectively use and develop resources in the organisation;

PC 3. Ability to develop leadership skills and demonstrate them in the process of managing people;

PC 4. Ability to develop projects, manage them, show initiative and entrepreneurship;

PC 5. Ability to analyse and structure the problems of the organisation, make effective management decisions and ensure their implementation;

#### 1.4. Interdisciplinary connections

This discipline is based on the knowledge of such disciplines as Business Analysis and Data Processing, Business Planning in Foreign Economic Activity, HR Management and is the basis for studying further disciplines, namely: "Information Systems and Technologies in the Management of Foreign Economic Activity", "Management of Foreign Economic Activity" and when writing a qualification paper.

## 2. COURSE TRAINING PROGRAM ON THE SUBJECT

### 2.1. The subject content

The discipline is structured on a modular basis and consists of one academic module, namely:

- educational **module No. 1 "Intellectual and Internet business"**, which is a logically complete, relatively independent, integral part of the discipline, the mastering of which involves conducting module control work and analysing the results of their implementation.

### 2.2. Modular structuring and integrated requirements for each module

#### Module №1 "Intellectual and Internet business"

##### Integrated requirements of module 1:


As a result of studying module 1, higher education students must know: the basic theoretical and methodological principles of intellectual and Internet business; the essence and specifics of intellectual and Internet products and the process of their creation; the legal framework for starting and running an intellectual and Internet business; principles and approaches to modelling intellectual and Internet business; features of intellectual business management; methods of Internet business risk management; schemes and models of promotion and commercialisation of intellectual and Internet products.

As a result of studying module 1, higher education students should be able to: create and identify intellectual and Internet products; identify acceptable business models for intellectual and Internet business; apply the legal framework for creating and running an Internet business; develop motivation models for creative teams; identify the risks of intellectual and Internet business; identify and apply the main trends and prospects for virtualisation of intellectual and Internet business.

##### Topic 1: Theoretical foundations of intellectual and internet business

Intellectualisation of global economic development as a prerequisite for transformations in the content of human labour and business. Definition and essence of intellectual and Internet business. Purpose and goals of intellectual and Internet business. Characteristics of subjects and objects of intellectual and Internet business. Business intelligence as knowledge "about business" and "for business".

Factors and prerequisites for the development of intellectual and Internet business in the world and in Ukraine. Main obstacles to the development of intellectual and Internet business in

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Ukraine. Ways to overcome problems in the field of intellectual and Internet business. Prospects for the development of intellectual and Internet business.

### **Topic 2. Intellectual products and intellectual property**

Types and results of intellectual activity. The essence and specificity of intellectual products. Types of intellectual products. Features of creating intellectual products. Place of intellectual product in the intellectual property system.

The essence of intellectual property as an economic category. Types of intellectual property. Legal principles of intellectual property protection. Specifics of the valuation of intellectual property rights.

### **Topic 3. Development and commercialisation of intellectual and internet business projects**

Transformation of intellectual property into an innovative product. Ideas, selection and design of ideas on the way to creating an intellectual product. Competition in the intellectual and Internet business market.

Development of intellectual and Internet business projects. The content of commercialisation of intellectual property. Foreign experience in the process of commercialisation of intellectual property products. Ways and mechanisms of commercialisation of intellectual and Internet business objects in Ukraine. Licence agreements, their structure and classification. Option agreements in licence trade.

The essence and peculiarities of motivation of developers (creators) of intellectual products. Factors influencing the motivation of creators of intellectual products. Motivational mechanism of intellectual product developers. Compensation policy as a form of motivational support for the development of intellectual and Internet business.

### **Topic 4. Organisation of intellectual and internet business**

The need for regulatory and legal regulation of intellectual and Internet business in Ukraine. Experience of state regulation of intellectual activity in the world. Regulatory and legal framework for the formation and functioning of intellectual and Internet business in Ukraine. Bodies of State Protection of Intellectual Property in Ukraine. Institutions of copyright, related and patent rights.

Basic conditions, principles and types of entrepreneurship. Organisational and legal forms of intellectual and Internet business. Organisation of own business in the field of intellectual and Internet business. Venture capital business. Franchising as a way to organise your own business. Features of modelling intellectual and Internet business. The environment of intellectual and Internet business. Models of intellectual and Internet business.

### **Topic 5. Managing intellectual and internet business**

Features of the organisation of production at an intellectual enterprise. Directions of development of intellectual and Internet business. Features of marketing of intellectual and Internet business. Marketing strategies for promoting intellectual products. Methodological bases of price determination and features of pricing of intellectual products. Financing the development of intellectual and Internet business. Sources and forms of financing of intellectual potential. Formation of a strategy for financing the development of the enterprise. Investments in intellectual business, their types, advantages and disadvantages. Conditions for attracting investment in intellectual business. Measuring the effectiveness of intellectual and Internet business.

The concept of business virtualisation as a direction of business development. Features of virtualisation of intellectual and Internet business. Advantages of virtualisation of intellectual and Internet business. E-commerce. The use of cloud services in intelligent business.

### **Topic 6. Resource support for the development of intellectual and Internet business**

Definition of the concept of "intellectual potential of the organisation". Structure of the intellectual potential of the organisation. The role of the intellectual potential of the organisation in the development of intellectual and Internet business.



Essence, tasks, goals of information support for intellectual and Internet business. Sources of information support for intellectual and Internet business. The importance of information support for the development of intellectual and Internet business. Information support for developers of intellectual products. Patent and information support for the activities of modern intellectual and Internet business.

Intellectual capital as the main resource of intellectual and Internet business. Economic content of intellectual capital. Characteristics of the main components of intellectual capital. Types and functions of intellectual capital. Methods of measuring intellectual capital. Management of intellectual capital of the company.

#### **Topic 7. Managing an intellectual business**

The main aspects of intellectual business management. Basic principles and functions of intellectual business management. Structure of intellectual business management. The mechanism of intellectual business management and its main elements. Principles of property management in intellectual business. Strategy for managing the intellectual resources of the enterprise. Corporate governance of intellectual business.

#### **Topic 8: Economic security and risks of intellectual and Internet business**

Economic security of intellectual and Internet business: essence, goals, principles. Components of economic security of intellectual and Internet business. Risks and threats in intellectual business. Mechanism for ensuring economic security of intellectual and Internet business. Assessment and composition of risks in the field of intellectual and Internet business. Management of economic risks of intellectual and Internet business.

### **2.3. Training schedule of the subject**

№	Theme (thematic section)	Total, hour							
		Full-time				Part-time			
		Total	Lectures	Practicals	Self-study	Total	Lectures	Practicals	Self-study
1	2	3	4	5	6	7	8	9	10
<b>Module №1 "Intellectual and Internet business"</b>									
1.1	Theoretical foundations of intellectual and internet business	<b>2 semester</b>				<b>1 semester</b>			
		<b>14</b>	2	2	10	<b>10</b>	2	-	8
1.2	Intellectual products and intellectual property	<b>18</b>	2	2	12	<b>10</b>	2	-	8
1.3	Development and commercialisation of intellectual and internet business projects	<b>16</b>	2	2	12	<b>10</b>	2	-	8
	<b>Total by the semester (Part-time)</b>					<b>30</b>	<b>6</b>	<b>-</b>	<b>24</b>
						<b>2 semester</b>			
1.4	Organisation of intellectual and internet business	<b>14</b>	2	2	10	<b>16</b>	-	1	15
1.5	Managing intellectual and internet business	<b>14</b>	2	2	10	<b>16</b>	-	1	15
1.6	Resource support for the development of intellectual and Internet business	<b>14</b>	2	2	10	<b>16</b>	-	1	15
1.7	Managing an intellectual business	<b>12</b>	2	2	8	<b>16</b>	-	1	15



1.8	Economic security and risks of intellectual and Internet business	14	2	2	10	15	-	-	15
1.9	Control Works (Homework) (PT)	-	-	-	-	8	-	-	8
1.10	Module Test 1	4	-	2	2	-	-	-	-
1.11	Final semester Graded test (PT)	-	-	-	-	3	-	2	1
<b>Total by the module №1</b>		<b>120</b>	<b>18</b>	<b>18</b>	<b>84</b>	<b>120</b>	<b>6</b>	<b>6</b>	<b>108</b>
<b>Total by the semestr</b>		<b>120</b>	<b>18</b>	<b>18</b>	<b>84</b>	<b>90</b>	<b>-</b>	<b>6</b>	<b>84</b>
<b>Total by the subject</b>		<b>120</b>	<b>18</b>	<b>18</b>	<b>84</b>	<b>120</b>	<b>6</b>	<b>6</b>	<b>108</b>

#### 2.4. Assignments for Control Works (Homework) (PT)

The Control Works (Homework) is performed in the second semester in order to consolidate and deepen the theoretical knowledge and skills acquired by the higher education student in the process of mastering all the educational material in the discipline "Intellectual and Internet Business".

The performance, execution and defence of the control (homework) work is carried out by the higher education student individually in accordance with the guidelines developed by the leading teachers of the department.

The time required to complete the test is 8 hours of independent work.

#### 2.5. List of questions to prepare for the Graded test

The list of questions and content of tasks for preparation for the final control work is developed by the leading teacher of the department in accordance with the work programme, approved by the minutes of the department meeting and communicated to the students.

### 3. BASIC CONCEPTS OF GUIDANCE ON THE SUBJECT

#### 3.1. Teaching methods

The following teaching methods are used in the study of the discipline: explanatory and illustrative, problem-based teaching and research, classroom discussion, seminar-discussion, case study method (CS) (CS that teach analysis and evaluation; CS that teach problem solving and decision-making; CS that illustrate a problem, solution or concept in general). In addition, students are provided with individual consultations (both in person and online).


To enhance the learning and cognitive activity of higher education students in the course of studying the discipline, educational technologies are used: work in small groups, seminar-discussion, brainstorming, case study, presentation, etc. These methods are implemented during lectures, practical classes, tests, independent problem solving, work with educational literature, etc.

#### 3.2. List of references (basic and additional)

##### Basic literature

- 3.2.1. Ivanova V.V. Intellectual business: a textbook. Sumy: University book, 2017. 327 c.
- 3.2.2. Semykina M.V. Intellectual business: Study guide for students of economic specialities of full-time and part-time study / M.V. Semykina, O.M. Petina; Kirovohrad: KNTU, 2015. 141 p.
- 3.2.3. Economics of intellectual property. Study guide / A.S. Hordiychuk, O.A. Stakhiv - Rivne: NUWHP, 2012. 330 p.
- 3.2.4. Yastremska O.M. Intellectual property: a textbook / O.M. Yastremska, D.O. Ripka - Kharkiv: KNEU, 2010. 279 p.
- 3.2.5. Bazylevych V.D. Intellectual property / V.D. Bazylevych. - K.: Znannya, 2006. - 431 p.



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### Additional literature

- 3.2.6. Lyashenko G.P. Intellectual business: a textbook. Irpin: UDFSU, 2020. 166 c
- 3.2.7. Tymokhova G.B. Intellectual business: a textbook for university students. K.: Condor Publishing House, 2018. 316 c.
- 3.2.8. Berezin O.V. Economics of the enterprise: A textbook / O.V. Berezin, L.M. Berezina, N.V. Butenko N.V. K.: Znannya, 2015. 390 c.
- 3.2.9. Novak V.M., Kirilenko O.M., Razumova K.M. Management of information processes of economic security of enterprises. New challenges for the agrarian sector of Ukraine in the context of globalisation: materials of the III International Scientific and Practical Conference of Students, Postgraduates and Young Scientists Kyiv: National University of Life and Environmental Sciences of Ukraine, 2020. C. 163-166.
- 3.2.10. Arefieva Olena, Polous Olga, Arefiev Volodymyr, Kopcha Yuri, Sandeep Kumar Gupta Intellectualization Of Human Capital Development In Digital Economics. International Journal of Advanced Science and Technology, Vol. 29, No. 8s, (2020), pp. 2297-2303.
- 3.2.11. Kuzior A, Arefieva O, Kovalchuk A, Brožek P, Tytykalo V. Strategic Guidelines for the Intellectualization of Human Capital in the Context of Innovative Transformation. Sustainability. 2022; 14(19):11937. DOI:<https://doi.org/10.3390/su141911937>.
- 3.2.12. Arefieva O., Poberezhna Z. Regularities of intellectualisation of enterprise management on the basis of business models development. Problems of Economics. 2019. № 4 (42). C. 111-119. <https://doi.org/10.32983/2222-0712-2019-4-111-119>
- 3.2.13. Vasyutkina N.V., Smirnova A.S. Formation of strategic guidelines for ensuring the economic security of the enterprise as a means of increasing competitiveness. Business information. 2022.
- 3.2.14. Vovk O.M., Borysiuk I.O., Development of Intellectual Capital as a Competitive Advantage of an Enterprise Competitiveness of Enterprises in the International Digital Space: a collective monograph edited by O.V. Arefieva Kyiv, NAU, 2019. 342 c. [C. 94-102].

### 3.3. Internet resource


- 3.3.15. Legislation of Ukraine: Official portal of the Verkhovna Rada of Ukraine [website]: <http://rada.gov.ua/news/zak>.
- 3.3.16. Ministry of Economy of Ukraine: [website]. - Access mode: <http://www.me.gov.ua>
- 3.3.17. State Enterprise "Ukrainian National Office of Intellectual Property and Innovations" (UKRNIPI): [website]: <http://www.uipv.org/>.
- 3.3.18. State Organisation "Ukrainian Agency of Copyright and Related Rights": [website]: <http://www.uacrr.org/>.

## 4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. Assessment of certain kinds of academic activities is carried out in accordance with table 4.1.

Table 4.1

Kind of academic activities	Max grade	
	Full-time 2 semester	Part-time 2 semester
<b>Module №1 "Intellectual and Internet business"</b>		
Answering questions in practical classes or preparing reports	40	40 (summary)
Performing test tasks on theoretical material during practical classes	40	

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Completion, registration and defence of Control test (homework)		30
For carrying out module test №1, a student must receive not less than	<i>43 балів</i>	-
Carrying out Module Test №1	20	–
Final semester Graded test		30
<b>Total by the module №1</b>	<b>100</b>	<b>100</b>
<b>Total by the semestr</b>	<b>100</b>	<b>100</b>
<b>Total by the subject</b>	<b>100</b>	

*The Graded Test Grade* is determined (in grades and on a national scale) based on the results of all kinds of academic activities during the semester.

4.2. A student gets a credit for the completed assignment if the student's performance has been assessed positively.

4.3. The total of Grades for individual academic activities completed by a student constitutes a Current Semester Module Grade, which is entered into the Module Control Register.

4.4. The final semester rating is converted into a grade on the national scale and the ECTS scale.

4.5. The Graded Test Grade is entered in an Examination Register, a student's record book and academic card, e.g.: **92/Ex/A**, **87/Good/B**, **79/Good/C**, **68/Sat/D**, **65/Sat/E**, etc.

4.6. The Total Grade on the subject corresponds to the Graded Test Grade.

The Total Grade on the subject is entered into Diploma Supplement.



(Ф 03.02 – 01)

### АРКУШ ПОШИРЕННЯ ДОКУМЕНТА

№ прим.	Куди передано (підрозділ)	Дата видачі	П.І.Б. отримувача	Підпис отримувача	Примітки
	ЦУРСНО		Шевченко А.		

(Ф 03.02 – 02)

### АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ

№ пор.	Прізвище ім'я по-батькові	Підпис ознайомленої особи	Дата ознайомлення	Примітки
1	Ариф'єва О.В.		18.11.23	
2	Сніжкова П.О.		18.12.23р	

(Ф 03.02 – 03)

### АРКУШ ОБЛІКУ ЗМІН

№ зміни	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульованого			

(Ф 03.02 – 04)

### АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02 – 32)

### УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				