



## Syllabus Intelligent business

Higher education degree - bachelor  
 Field of knowledge - 29 International relations  
 Specialty - 293 International Law  
 Educational and Professional Program – «International Law»

**Study year – 2 Semestr – 4**  
**Number of credits: 5, Language of study: english**

**Head of the course:**  
**PhD (economics), Assoc. prof. Natalia KOSTETSKA**

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### Description of the discipline

The discipline "Intellectual Business" is aimed at developing students' theoretical knowledge and practical skills in managing an intellectual business, economic justification of its development and ensuring its successful operation.

### Course structure

№ з/п	Topic	Learning outcomes	Control measures
1	Theoretical foundations of smart business	To study the emergence and evolution of intellectual business. Know the classification of intellectual business objects. Consider the system of legislation in the field of intellectual business.	Tests, questions
2	Intellectual products: the essence and features of creation	To know the types and results of intellectual activity. To study the essence and content of intellectual products. To consider the patterns of creation of intellectual products and their specificity in relation to the interpretation of the traditional set of properties of market goods To get acquainted with the schemes and models of promotion and commercialization of intellectual products	Tests, questions
3	Smart business models	Identify the functions and main approaches to the formation of an intelligent business model. Explore the principle of intellectual leadership and the blue ocean strategy. Identify acceptable business models of smart business.	Questions, cases

4	Factors and prerequisites for the development of smart business in the world and in Ukraine	Get acquainted with the prerequisites for the development of smart business in the world. Have information about the World Economic Forum. Explore the signs of Industry 4.0. To know the results of the industrial revolution: cloud technologies, development of ways to collect and analyze Big Data, crowdsourcing, biotechnology, self-driving cars, medicine based on 3D printing, cryptocurrency Bitcoin and Blockchain technologies. Describe the factors that facilitate and counteract the formation of the smart business sector in Ukraine	Tests, questions
5	Managing an intelligent business	Understand the principles and functions of smart business management. Explore the main areas of smart business management.	Questions, cases
6	Virtualization and information support for intelligent business	To study innovative trends in the information and communication technology market and the level of its development. To consider the essence and content of virtualization. To be able to identify and apply the main trends and prospects of virtualization of intelligent business.	Tests, questions
7	Motivating manufacturers of smart products	To substantiate the role of the state in the process of forming an intellectual business on the basis of a motivational mechanism. To study the stages of the motivational mechanism for the formation of intellectual business. Be able to develop motivation models for creative teams.	Tasks, tests, questions
8	Risks of smart business	Investigate the place and role of risks in intellectual activity. Justify the main risk factors that arise in the process of intellectual business. Be able to monitor the riskiness of intellectual business and establish risk criteria in the use of intellectual property.	Questions, cases
9	Economic security of intellectual business	To study the components of economic security. To master the methods and principles of information security. To study foreign experience in ensuring the economic security of intellectual business.	Questions, cases
10	Intellectual business in Ukraine: problems of formation, directions of development	To study the main obstacles to the development of smart business in Ukraine. Be able to develop recommendations for overcoming problems in the field of intellectual business. Justify the prospects for the development of intellectual business	Tests, questions

### Literary sources

1. Bazylevych V.D., Lukashova O.P. The essence and features of reproduction of intellectual capital in

- Ukraine. Scientific Bulletin of Uzhhorod National University. № 28 (1). 2019. C. 25-31. URL: <https://doi.org/10.32782/2413-9971/2019-28-4>
2. Business law and intellectual property: lecture notes / compiled by T. V. Malanchuk. Malanchuk. Sumy: Sumy State University, 2019. 77 c.
  3. Law of Ukraine on the Protection of Rights to Inventions and Utility Models. No. 3687-XII of 15.12.1993. URL: <https://zakon.rada.gov.ua/laws/show/3687-12#Text>
  4. Ivanova V.V. Intellectual business: a textbook. Sumy: University book, 2019. 327 c.
  5. Kadetova O.S. On the characterization and ways of development of legislation in the field of intellectual property in Ukraine. Theory and practice of intellectual property. 2018. № 1. C. 88- 97. URL: [http://nbuv.gov.ua/UJRN/Tpiv\\_2018\\_1\\_11](http://nbuv.gov.ua/UJRN/Tpiv_2018_1_11).
  6. Kocherova A.O. Risks in the management of intellectual business. Actual problems of development of management systems: experience, trends, prospects: materials of the collection of abstracts of the scientific and practical conference, March 15. 2018. Kharkiv, 2018. URL: <http://www.kbuapa.kharkov.ua/e-book/conf/2018-2/doc/4/05.pdf>.
  7. Lyashenko G.P. Intellectual business: a textbook. Irpin: UDFSU, 2020. 166 c.
  8. Theoretical aspect of the interaction of intellectual capital and intellectual business. Intellect XXI. 2019. № 1. C. 107-110. URL: [http://www.intellect21.nuft.org.ua/journal/2019/2019\\_1/21.pdf](http://www.intellect21.nuft.org.ua/journal/2019/2019_1/21.pdf).
  9. Slastyanikova A.I. Basic guidelines for the development of intellectual entrepreneurship. Economic Bulletin. № 2. 2020. C. 37-43. URL: [https://ev.nmu.org.ua/docs/2020/2/EV20202\\_03\\_7-043.pdf](https://ev.nmu.org.ua/docs/2020/2/EV20202_03_7-043.pdf)
  10. Rantanen, J. (2021). Introduction to Intellectual Property: Cases and Questions Paperback. 2021. 479 p.

### Evaluation policy

- **Policy on deadlines and retakes:** Work that is submitted late without valid reasons will be assessed with a lower grade (- 20 points). Rescheduling of modules takes place with the permission of the dean's office if there are valid reasons (e.g., sick leave).
- **Policy on academic integrity:** Cheating during tests is prohibited (including with the use of mobile devices).
- **Attendance policy:** Class attendance is a mandatory component of the grade. For objective reasons (e.g., illness, international internship), training can take place online with the consent of the course instructor.

### Evaluation

The final grade for the course is calculated as follows:

Types of assessment	% from the final assessment
Module 1 (topics 1-6) Written work - 80 points: theoretical block (Topics 1-6) - 10 tests (correct answer to the test is evaluated at 2 points); practical block: practical task - 2 (obtaining the correct result is evaluated at 30 points for each practical task). Surveys during classes (Topics 1-6) - 10 points. Independent work (Topics 1-6) - 10 points	30
Module 2 (topics 7-10) Control work - 80 points: theoretical block (Topics 7-10) - 5 tests (correct answer to the test is evaluated at 4 points); practical block: practical task - 2 (obtaining the correct result is evaluated at 30 points for each practical task). Survey during classes (Topics 7-10) - 10 points. Independent work (Topics 7-10) - 10 points.	40

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CPIT:

Writing the CPIT - 40 points.

Defense of the CPIT - 40 points.

Training - 20 points

30

**Student evaluation scale:**

<b>ECTS</b>	<b>Marks</b>	<b>Content</b>
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactorily
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course