

**NATIONAL AVIATION UNIVERSITY**  
**FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION**  
**DEPARTMENT OF AIR TRANSPORT ECONOMICS**

**Methodical recommendations for the organisation of independent work of  
students in the discipline "Intellectual And Internet Business"**

Speciality 073 "Management"

Educational and professional programme "Management of Foreign Economic  
Activity"

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Head of the Department \_\_\_\_\_ Olena AREFIEVA

## **Theme 1: Theoretical foundations of intellectual and internet business**

### **Questions (tasks) for independent work**

Work out and take notes on the following questions:

1. Intellectualisation of global economic development as a prerequisite for transformations in the content of human labour and business.
2. Intellectual business: essence, purpose, goals and types.
3. Characteristics of subjects and objects of intellectual business.
4. Factors and prerequisites for the development of intellectual business in the world and in Ukraine.
5. Intellectual business in Ukraine: problems of formation, directions of development.

### **References**

1. Bazylevych V.D. Intellectual property / V.D. Bazylevych. - K.: Znannya, 2006. - 431 p. - Section 1.1.
3. Ivanova V.V. Intellectual business: Textbook / V.V. Ivanova - Sumy: University Book, 2017. 327 p. - Chapter 1.
4. Semykina M.V. Intellectual business: A textbook for students of economic specialities of full-time and part-time study / M.V. Semykina, O.M. Petina; edited by M.V. Semykina - Kirovohrad: KNTU, 2015. 141 p. - Chapters 1, 2, 3, 18.
5. Fedulova L.I. Innovative economy / L.I. Fedulova. - K.: Lybid, 2006. - 480 p. - Chapter 1.

### **Methodological recommendations**

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

### **Questions for self-control**

1. What is the essence of the intellectualisation of the economy?
2. What does the replacement of labour with knowledge mean?
3. Name and describe the main trends in the transformation of labour content.
4. What is the essence of intelligent business?
5. What types of activities belong to the intellectual business?
6. What is called business intelligence?
7. What is the focus of business in the knowledge economy?
8. Provide a classification of factors influencing the formation and rational development of intelligent business.

9. What factors influence the formation of intellectual business in Ukraine?
10. Explain the change in the nature and type of labour activity in the context of digitalisation
11. Assess the impact of digital technologies on employment.
12. Identify scenarios for the development of the labour market in the context of digitalisation and the digital economy

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

### **Questions (tasks) for independent work**

1. Types and results of intellectual activity.
2. The essence, types and features of intellectual products.
3. The essence of intellectual property as an economic category.
4. Types of intellectual property.
5. Legal basis for the protection of intellectual property.
6. Specifics of the valuation of intellectual property rights.

### **References**

1. Bazylevych V.D. Intellectual property / V.D. Bazylevych. - K.: Znannya, 2006. - 431 c. - Sections 1.1, 2.2, 3.1, 3.2, 4.2, 4.3
2. Butnik-Siverskyi O.B. Economics of intellectual property / O.B. Butnik-Siverskyi - K.: IISP, 2003. - 296 p. - Chapters 2, 4, 5.
3. Gordiychuk A.S. Economics of intellectual property. Study guide / A. S. Gordiychuk, O. A. Stakhiv. - Rivne: NUWHP, 2012. 330 p. - Chapters 2, 3, 4, 10.
4. Ivanova V.V. Intellectual business: Textbook / V.V. Ivanova - Sumy: University Book, 2017. 327 p. - Chapter 2.
5. Intellectual property: a textbook / P.T. Bubenko, V.V. Velychko, S.M. Glukharev; Kharkiv National Academy of Municipal Economy. - Kharkiv: KhNAMG, 2011. - 215 p. - Chapters 1, 2, 8, 11.
6. Semykina M.V. Intellectual business: A textbook for students of economic specialities of full-time and part-time study / M.V. Semykina, O.M. Petina; edited by M.V. Semykina - Kirovohrad: KNTU, 2015. 141 p. - Chapter 5, 6.
7. Fedulova L.I. Innovative economy / L.I. Fedulova. - K.: Lybid, 2006. - 480 p. – Chapter

### **Methodological recommendations**

Types and results of intellectual activity. The essence and specificity of intellectual products. Types of intellectual products. Features of the creation of 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 value of intellectual property rights.

### **Questions for self-control**

1. Name and describe the types of intellectual activity.
2. What is called an intellectual product?

3. Give and describe the types of intellectual products.
4. Describe the process of creating an intellectual product.
5. What is the essence of intellectual property from an economic point of view?
6. What is referred to as intellectual property?
7. Explain the structure and types of intellectual property.
8. Describe the objects and subjects of intellectual property rights.
9. What legislative acts regulate intellectual property?
10. What methods and techniques are used to assess the rights to intellectual property?

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

#### **Questions (tasks) for independent work**

1. Transformation of intellectual property into an innovative product.
2. Ideas, selection and design of ideas on the way to creating an intellectual product.
3. Development of intellectual business projects.
4. Content, ways and mechanisms of commercialisation of intellectual business objects in Ukraine.
5. The essence and peculiarities of motivation of developers (creators) of intellectual products.
6. Factors influencing the motivation of creators of intellectual products. Motivational mechanism of intellectual product developers.
7. Compensation policy as a form of motivational support for the development of intellectual business.

#### **References**

1. Bazylevych V.D. Intellectual property / V.D. Bazylevych. - K.: Znannya, 2006. - 431 p. - Section 4.1.
2. Ivanova V.V. Intellectual business: Textbook / V.V. Ivanova - Sumy: University Book, 2017. 327 p. - Chapter 6.
3. Intellectual property: a textbook / P.T. Bubenko, V.V. Velychko, S.M. Glukharev; Kharkiv National Academy of Municipal Economy. - Kharkiv: KhNAMG, 2011. - 215 p. - Chapters 7, 9, 10.
4. Semykina M.V. Intellectual business: A textbook for students of economic specialities of full-time and part-time study / M.V. Semykina, O.M. Petina; edited by M.V. Semykina - Kirovohrad: KNTU, 2015. 141 p. - Chapters 9, 10, 13, 14.
5. Fedulova L.I. Innovative economy / L.I. Fedulova. - K.: Lybid, 2006. - 480 p. - Chapter 6.

#### **Methodological recommendations**

Transforming 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.

### **Questions for self-control**

1. Explain the essence of the stages of transformation of intellectual property into an innovative product.
2. What stages of intellectual business project development do you know?
3. What can serve as information sources for the creation of intellectual products?
4. How do developed countries solve the problem of transferring and using the results of intellectual labour?
5. Name and describe the ways of commercialisation of intellectual business products.
6. What is called motivation? What is the peculiarity of motivation of labour of intellectual product developers?
7. What factors influence the motivation of intellectual labour?
8. What are the groups of motivation methods in modern conditions?
9. What is the essence of the compensation package? What elements does the compensation package consist of?
10. What is the role of a fair compensation policy in ensuring the intellectual business sector?

### **Topic 4: Organisation of intellectual and Internet business**

#### **Questions (tasks) for independent work**

1. Regulatory and legal framework for the formation and functioning of intellectual business in Ukraine.
2. Bodies of State Protection of Intellectual Property in Ukraine.
3. Organisational and legal forms of intellectual business.
4. Organisation of own business in the field of intellectual business.
5. Venture capital business. Franchising as a way to organise your own business.
6. Features of intellectual business modelling.
7. The environment of intellectual business.

#### **References**

1. Ivanova V.V. Intellectual business: Textbook / V.V. Ivanova - Sumy: University Book, 2017. 327 p. - Chapter 3, 11.

2. Intellectual property: a textbook / P.T. Bubenko, V.V. Velychko, S.M. Glukharev; Kharkiv National Academy of Municipal Economy. - Kharkiv: KhNAMG, 2011. - 215 p. - Chapter 2.

3. Lazareva S.F. Economics and organisation of information business: Textbook / S.F. Lazareva - K.: KNEU, 2002. - 667 p. - Chapters 9, 10, 11, 12.

4. 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; edited by M.V. Semykina - Kirovohrad: KNTU, 2015. 141 p. - Chapter 7.

### **Methodological recommendations**

The need for 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.

### **Questions for self-control**

1. What are the peculiarities of state regulation of intellectual activity in the world?

2. What is the need for regulatory and legal regulation of intellectual business in Ukraine?

3. What is the basis of special legislation on intellectual property?

4. What does the system of state protection of intellectual property in Ukraine include?

5. Describe the organisational and legal forms of intellectual business.

6. What are the organisational forms of interaction between scientific institutions, centres, universities, institutes in the field of scientific and technical cooperation?

7. How is the organisation of your own business in the field of intellectual business?

8. Describe the stages of organising your own business in the field of intellectual business.

9. What models are used in the intellectual business?

10. Describe the components of the intellectual business environment.

### **Topic №5: Doing intellectual and internet business**

#### **Questions (tasks) for independent work**

1. Features of the organisation of production at an intellectual enterprise.

2. Directions of development of intellectual business.

3. Features of marketing of intellectual business.
4. Methodological bases of price determination and features of pricing of intellectual products.
5. Financing of intellectual business development.
6. Investments in intellectual business, their types, advantages and disadvantages.
7. Virtualisation of intellectual business.

### **References**

1. Economics of intellectual property. Study guide / A. S. Gordiychuk, O. A. Stakhiv. - Rivne: NUWHP, 2012. 330 p.
2. Ivanova V.V. Intellectual business: Textbook / V.V. Ivanova - Sumy: University book, 2017. - 327 p. - Chapter 10.
3. Lazareva S.F. Economics and organisation of information business: Textbook / S.F. Lazareva - K.: KNEU, 2002. - 667 p. - Chapters 16, 18, 19.
4. Semykina M.V. Intellectual business: A textbook for students of economic specialities of full-time and part-time study / M.V. Semykina, O.M. Petina; edited by M.V. Semykina - Kirovohrad: KNTU, 2015. 141 p. - Chapter 11, 17.

### **Methodological recommendations**

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 basis for determining the price 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 smart business.

### **Questions for self-control**

1. What is smart manufacturing? What are the features of the organisation of production at an intelligent enterprise?
2. Describe the directions of development of intellectual business?
3. What are the features of marketing of intellectual business?
4. Identify the features of pricing of intellectual products.
5. What is investment in an intellectual business? What can be the source of such investments?
6. What are the areas of investment in intellectual business? What is their essence?
7. Name the main conditions for attracting investment in intellectual business.
8. What is the virtualisation of intellectual business and what is its significance?

9. What technologies are typical for the virtualisation of intelligent business? Describe them.

10. What are the advantages of smart business virtualisation?

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

### **Questions (tasks) for independent work**

1. The essence and structure of the intellectual potential of the organisation.
2. The role of the intellectual potential of the organisation in the development of intellectual business.
3. The essence, tasks, goals and importance of information support for intellectual business.
4. Sources of information support for intellectual business.
5. Staff of the intellectual business.
6. Intellectual capital as the main resource of intellectual business. Types and functions of intellectual capital.
7. Characteristics of the main components of intellectual capital

### **References**

1. Bazylevych V.D. Intellectual property / V.D. Bazylevych. - K.: Znannya, 2006. - 431 p. - Section 1.2.
2. Butnik-Siverskyi O.B. Economics of intellectual property / O.B. Butnik-Siverskyi - K.: IISP, 2003. - 296 c.
3. Gordiychuk A.S. Economics of intellectual property. Study guide / A.S. Gordiychuk, O.A. Stakhiv. - Rivne: NUWHP, 2012. 330 p. - Chapter 8.
4. Ivanova V.V. Intellectual business: Textbook / V.V. Ivanova - Sumy: University Book, 2017. 327 p. - Chapters 4, 7.
5. Intellectual property: a textbook / P.T. Bubenko, V.V. Velychko, S.M. Glukharev; Kharkiv National Academy of Municipal Economy. - Kharkiv: KhNAMG, 2011. - 215 p. - Chapter 4.
6. Corporate governance in Ukraine: intellectual capital, personnel, quality: Monograph / edited by V.I. Shchelkunov, G.V. Zhavoronkova - K.: Naukova Dumka, 2010. - 615 p. - Chapter 2, 7.
7. Semykina M.V. Intellectual business: A textbook for students of economic specialities of full-time and part-time study / M.V. Semykina, O.M. Petina; edited by M.V. Semykina - Kirovohrad: KNTU, 2015. 141 p. - Chapter 4, 8.
8. Tymokhova G.B. Intellectual business: a textbook for university students. K.: Condor Publishing House, 2018. 316 c.

### **Methodological recommendations**

Definition of the concept of "intellectual potential of an 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.

### **Questions for self-control**

1. What is the essence of the intellectual potential of the organisation?
2. What are the components of intellectual potential?
3. What role does the intellectual potential of an organisation play in the development of an intelligent business?
4. Describe the concept of information support of intellectual business.
5. Name the goals and objectives of information support of intellectual business.
6. List the main sources of information support for intellectual business.
7. What role does information support play in the field of intellectual business?  
Give examples.
8. Describe the staff of the intellectual business.
9. Identify the types and functions of intellectual capital.
10. Describe the main components of intellectual capital.

### **Topic №7: Managing an intellectual business**

#### **Questions (tasks) for independent work**

1. The main aspects of intellectual business management.
2. Basic principles and functions of intellectual business management.
3. The structure of intellectual business management.
4. The mechanism of intellectual business management and its main elements.
5. The essence and principles of intellectual property management.
6. Corporate governance of intellectual business.

#### **References**

1. Gordiychuk A.S. Economics of intellectual property. Study guide / A. S. Gordiychuk, O. A. Stakhiv. - Rivne: NUWHP, 2012. 330 p.
2. Ivanova V.V. Intellectual business: Textbook / V.V. Ivanova - Sumy: University Book, 2017. 327 p. - Chapter 5.
3. Corporate governance in Ukraine: intellectual capital, personnel, quality: Monograph / edited by V.I. Shchelkunov, G.V. Zhavoronkova - Kyiv: Naukova Dumka, 2010. - 615 p. - Chapters 1, 2.
4. Semykina M.V. Intellectual business: A textbook for students of economic specialities of full-time and part-time study / M.V. Semykina, O.M. Petina; edited by M.V. Semykina - Kirovohrad: KNTU, 2015. 141 p. - Chapter 12.

#### **Methodological recommendations**

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.

### **Questions for self-control**

1. What is the essence and main purpose of intellectual business management?
2. Describe the main functions of intellectual business management.
3. Name and describe the main components of intellectual business management.
4. Identify the constituent elements of the intellectual business management mechanism.
5. What set of actions involves the implementation of the intellectual business management mechanism?
6. Explain the essence and objectives of intellectual property management.
7. Identify the main points of effective management of intellectual property at different stages of their life cycle.
8. Describe the subjects and objects of intellectual property management.

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

#### **Questions (tasks) for independent work**

1. Economic security of intellectual business: essence, goals, principles.
2. Components of economic security of intellectual business.
3. Mechanism for ensuring the economic security of intellectual business.
4. Risks and threats in intellectual business.
5. Assessment and management of risks in the field of intellectual business.

#### **References**

1. Bazylevych V.D. Intellectual property / V.D. Bazylevych. - K.: Znannya, 2006. - 431 p.
2. Zubok M.I., Rubtsov V.S., Yaremenko S.M., Gusarov V.G., Chernov Y.V. Economic security of business entities: a textbook [Electronic resource]: <http://ifsa.kiev.ua/files/ekonomsec.pdf>.
3. Ivanova V.V. Intellectual business: Textbook / V.V. Ivanova - Sumy: University Book, 2017. 327 p. - Chapters 8, 9.
4. Korystin O.E. Economic security: a textbook / O.E. Korystin, O.I. Baranovskyi, L.V. Herasymenko and others; edited by Prof. O.M. Dzhuzha - Kyiv: Legal Unity, 2010. 368 p.
5. Semykina M.V. Intellectual business: A textbook for students of economic specialities of full-time and part-time study / M.V. Semykina, O.M. Petina; edited by M.V. Semykina - Kirovohrad: KNTU, 2015. 141 p. - Chapter 16.

#### **Methodological recommendations**

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.

### **Questions for self-control**

1. What is the essence of economic security of intellectual business?
2. Identify the functional components of economic security of the enterprise.
3. What are the principles of ensuring the economic security of intellectual activity?
4. What is the main condition for ensuring the security of intellectual business?
5. Explain the classification of intellectual risks.
6. What types of risks exist in the field of intellectual business? Describe them.
7. What does risk assessment in the field of intellectual business involve?
8. Describe the basic principles and techniques of risk management.
9. What stages include measures to eliminate and minimise risk?
10. Identify the most effective methods of risk prevention and mitigation.