

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

**Methodical recommendations for preparing students for practical
(seminar) classes in the discipline "Intellectual And Internet Business"**

Speciality 073 "Management"

Educational and professional programme "Management Of Foreign Economic
Activity"

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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

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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.
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Methodological recommendations

Objective: to consider the concept, goals and purpose of intellectual business, factors, prerequisites and directions of development of intellectual business in Ukraine.

As a result of preparation for practical session 1, the student should know:

- the essence, goals and purpose of intellectual business;
- classification of types of intellectual business;
- subjects and objects of intellectual business;
- trends in the formation of intellectual business in Ukraine;

be able to:

- explain the essence and purpose of intellectual business;
- determine the types of activities related to intellectual business;
- analyse the factors and prerequisites for the development of intellectual business in Ukraine.

In preparation for Practical session 1, the student should know that an important trend in the development of the world economy at the present stage is the process of intellectualisation and the formation of a knowledge-based society, in which economic well-being is determined by high technologies, innovative capabilities and the level of intellectual development of society. This type of society is based on knowledge and information, and is referred to by most analysts as post-industrial or information society. Describing the specifics of the new society, two interrelated processes can be described: servitisation (dominance of the service sector over production) and

informatisation (increasing production of information products, use of the latest information technologies, including the Internet, in all spheres of human activity).

It should be noted that the intellectualisation of the economy is a process that is accompanied by the widespread involvement of creative and inventive people in production, the generation of new ideas, the use of the latest methods and techniques, and the production of innovations.

When studying the material, it should be noted that the concept of "knowledge-based economy" or intellectual economy, which has become widespread in the world economic literature in recent years, reflects the recognition that scientific knowledge and the specialised unique skills of its holders are becoming the main source and key factor in the development of tangible and intangible production and sustainable economic development.

Under the influence of globalisation processes, labour is becoming more individualised and creative, characterised by the gradual disappearance of narrow specialisation and narrow professionalism, the revival of universalisation based on advanced training, continuous learning and the combination of functions and operations, the weakening of the individual's ties with the social environment, and the increase in labour mobility.

In a market economy, the innovation and intellectual development of countries is primarily driven by the fact that intellectual business is an important link between developers of innovations, new intellectual products and consumers of intellectual services.

When studying the topic, the student should know that intellectual business is a relevant type of activity aimed at generating income based on the results of commercialisation of an intellectual product. Intellectual business can be viewed, on the one hand, as the process of creating and using intellectual property to generate profit, and, on the other hand, as the process of implementing the ideas of an intellectual product developer through mental labour.

In the intellectual business, knowledge, ideas, solutions, scientific and technical developments, projects, works of science, literature and art are used as goods. The intellect develops thoughts and creates ideas, and then a certain idea takes on a form and value. The foundation of intellectual business is intellectual activity, the main factor is the knowledge, experience, motivation of entrepreneurs, their ability to innovate, and thus their intellectual and innovative potential, and the product of such activity is a certain intellectual product that has a certain value and receives certain recognition in the market, creating demand for intellectual business services.

It should be remembered that the purpose of intellectual business is to create and implement a certain idea (project) based on intellectual labour, to ensure that consumer demand is met and to make a profit.

The following types of intellectual business are distinguished: literary and artistic, consulting, literary and artistic, technical, educational and professional, and information.

The student should remember that the objects in the intellectual business are intellectual products, intellectual activity, intellectual property, intellectual processes, innovation activity, innovations, etc.

The subjects of interaction in the field of intellectual business in Ukraine are a widely spread network of socio-economic institutions working in the interests of science, education, innovative business and the state as a whole. These include inventors, customers, investors, consumers, the state system of legal protection of intellectual property, public authorities, NGOs, international organisations, and business entities.

The most important current economic trends inherent in most developed countries include the intellectualisation of economic life as a result of the development of the world economy through innovation and revolutionary changes in science and technology, which directly affects the sphere of labour.

Under the influence of innovative changes, the share of hard, physical, low-paid labour is decreasing; the general educational, cultural and technical level and qualifications of employees are increasing; and labour is becoming more intellectualised. All these aspects have a corresponding impact on the formation and development of intellectual business in Ukraine.

In the course of studying the topic, students should clearly distinguish between socio-psychological, psychological and professional, organisational, economic, political, legal and international factors influencing the formation of the intellectual business sector.

The basic conditions for the development of intellectual business are: formation of stable and favourable regulatory and legal framework for intellectual activity; provision of legal guarantees against alienation of intellectual property, as well as guaranteeing the legitimacy of property rights, economic security of intellectual business, prevention of unlawful interference of state control bodies in intellectual activity; guaranteeing full state organisational, economic and financial support for entrepreneurs in the field of intellectual business; for creation of a favourable economic environment for conducting intellectual business; development of a full-fledged infrastructure of intellectual activity; creation of an accessible system for obtaining the necessary knowledge and skills for starting and developing intellectual business, searching for promising niches for doing business.

When studying this topic, special attention should be paid to the main obstacles to the development of intellectual business in Ukraine: lack of interaction and, as a result, trust between the system of science and education and the system of entrepreneurship for the implementation of counter technological transfer; inefficient use of the country's intellectual resources: mismatch of the structure of the country's economy with the qualification structure of labour resources, underdevelopment of intellectual activity; underdeveloped infrastructure of the knowledge economy, especially its information and communication

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.

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7. Fedulova L.I. Innovative economy / L.I. Fedulova. - K.: Lybid, 2006. - 480 p. – Chapter

Methodological recommendations

The purpose of the lesson is to consider the essence and features of creating intellectual products, the concept, structure, legal basis of protection and specifics of the valuation of intellectual property rights.

As a result of preparing for Practical session 2, the student should know:

- the essence and types of intellectual products;
- the specifics of creating intellectual products;

- essence, subjects and objects, structure of intellectual property;
- legal principles of intellectual property protection;
- specifics of the valuation of intellectual property rights;

be able to:

- distinguish between types and results of intellectual activity;
- create and identify intellectual products;
- analyse the legal basis for the protection of intellectual property;
- conduct a valuation of intellectual property rights.

When studying topic 2, the student should know that intellectual activity is one of the forms of human life, the essential basis of the process of creating an intellectual product and reproduction of intellectual capital, and the most powerful driving force for the development of human civilisation. It is based on a set of scientific, cultural, traditional and spiritual achievements accumulated by mankind over thousands of years. Thus, creative work is aimed at creating and implementing innovations. At the same time, its result is not only a new intellectual product, but also the intellectual development of the individual. The results of intellectual activity in respect of which legal protection is provided (which have the property of protectability) are objects of intellectual property. Types of intellectual activity may include artistic and scientific and technical activities. For example, inventions, industrial designs, utility models, trademarks and service marks are the result of scientific and technical creativity, and works of literature, science and art are the result of artistic creativity.

It should be remembered that an intellectual product created as a result of the creative efforts of an individual or a team forms the basis of intellectual property. It can take various forms: discoveries and inventions, samples of new products and equipment, new technologies, research and production, consulting, economic and financial, management, marketing services, as well as various types of literary and artistic creation.

It should be noted that an intellectual product is the result of mental and intellectual labour. The main properties of an intellectual product are: interoperability; flexibility; autonomy; interaction with humans; multifunctionality; individuality; and reactivity. An intellectual product that has the above properties has a number of characteristics, such as: comparative advantages; compatibility; complexity; riskiness.

When studying the training material, it should be noted that intellectual property products have certain specifics in relation to the interpretation of the traditional set of properties of market goods: goods and services created on the basis of codified knowledge are unique; intellectual products are ideal, subjective, associated with specific individuals, while at the same time they have a certain material embodiment, an objective form accessible to other people, which facilitates their implementation; intellectual products resulting from scientific and technical activities,.

In the course of studying the topic, students should clearly distinguish between: formal intellectual products - the results of creative human activity for which the form of embodiment is important (for example, unique works of art); the separation of these products is based on the very fact of their creation and does not require additional actions; substantive intellectual products - the results of creative human activity for which the content rather than the form is important, such products are applied, utilitarian in nature, their separation requires certain actions,

When studying the topic, the student should pay attention to the peculiarities of creating intellectual products from creation to market launch. In the process of creation and transformation into an object of property rights, an intellectual product first undergoes an examination procedure. At this stage, the conditions of protectability are determined, which differ for each object of property rights. At the next stage, after the examination procedure, the author of the intellectual product is legally assigned the property rights and the relevant title of protection is issued, i.e. the rights are acquired, and the intellectual product itself acquires a new quality of property rights. The next stage is the valuation of the rights, which brings them to a new qualitative level, and the valuation of intangible assets, which are taken to the balance sheet of the company.

The student should remember that in a broad sense, intellectual property is the legally enshrined rights to the results of human intellectual activity in various spheres of public life. Intellectual property is not the result of creative activity as such, but the right to this result. The peculiarity of intellectual property law is that it consists of two groups of rights: property and non-property rights.

When studying the training material, it should be noted that the subjects of intellectual property rights are: the creator(s) of the object of intellectual property rights (author, performer, inventor, etc.) and other persons who own personal non-property and/or property intellectual property rights in accordance with applicable law or contract. The subjects of intellectual property relations are individuals, collectives (groups) of individuals, society as a whole, the state, and supranational entities.

The object of intellectual property rights is a legally defined result of intellectual activity in the industrial, scientific, literary and artistic fields, which grants its author special non-property rights, as well as a set of exclusive property rights associated with it. All intellectual property objects are conditionally divided into industrial property objects (patent law), copyright and related rights and non-traditional intellectual property objects.

It should be noted that the basis of the special legislation on intellectual property is formed by the Civil Code of Ukraine, Book IV "Intellectual Property Rights", the laws of Ukraine: "On the Protection of Rights to Inventions and Utility Models, On the Protection of Rights to Industrial Designs, On the Protection of Rights to Trademarks, On the Protection of Rights to Plant Varieties, On Protection against Unfair Competition, On the Protection of Rights to Integrated Circuit Topographies, On Copyright and Related Rights, etc.

When studying this topic, special attention should be paid to the specifics of the valuation of intellectual property rights. In view of international experience, the value of intellectual property rights is assessed in order to determine: the taxable base of the company's property; the value of intellectual property contributed to the charter capital; the value of exclusive rights transferred under an agreement on the transfer of rights to intellectual property or a licence agreement for the right to use such an object; the amount of compensation to be paid in accordance with applicable law to the owner of intellectual property for violation of his or her exclusive (property) rights. In practice, there are three main approaches and thirteen methods for calculating the value of intellectual property: income (profit), comparative (market) and cost (investment) approaches.

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.

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Methodological recommendations

Objective: to consider the stages of development of intellectual business projects, the essence and mechanisms of commercialisation of intellectual business objects, peculiarities of compensation policy and motivation of developers (creators) of intellectual products.

As a result of preparing for practical session 3, the student should know:

- schemes and models of commercialisation of intellectual products;
- stages of development of intellectual business projects;
- ways and mechanisms of commercialisation of intellectual business objects;
- peculiarities of motivation of developers (creators) of intellectual products;
- the essence and importance of compensation policy as a form of motivational support for the development of intellectual business;

be able to:

- identify ways to commercialise intellectual business products;
- develop motivation models for creative teams;
- identify factors that affect the motivation of intellectual labour;
- identify the components of a compensation package.

In preparation for Practical training session 3, the student should know that intellectual business is a relevant type of activity aimed at generating income based on the results of commercialisation of an intellectual product.

The innovation process is aimed at obtaining the final product, which is an innovative product. The basis of this process is the transformation of intellectual property into the final product of innovation activity, which can only be carried out in the innovation process.

It should be remembered that the transformation of intellectual property into an innovative product is carried out in the following stages: selection of a variant for creating a new product or new products (based on a viable model, development of a fundamentally new product or new products); generation and selection of the most successful ideas for creating a new product or new products; filtering (selection) of ideas to remove those unsuitable for further consideration; final selection of an idea; R&D stage and creation of a design prototype; creation of products for testing in market conditions; re

When studying this topic, special attention should be paid to the stages of creating an intellectual product.

The first stage of the process of creating an intellectual product is the selection of an idea. Sources of such ideas include: the inventor's vision; market signals; the logic of industry development; research results; and the actions of competitors.

The second stage is the formulation of the idea. It has to be put down on paper in a certain sequence. Traditionally, entrepreneurs are ready to work with ready-made business plans. A simpler form is the so-called "innovation proposal". A mandatory column in business plans for innovative proposals is "availability of patents and licences". Your idea can be formalised in the form of a patent, as this document can be sold.

It should be noted that an intellectual business may be based on the provision of intellectual and creative services (by own or hired personnel), as well as on the sale or

provision of the results of such activities. The form of commercialisation of an intellectual business may be an individual enterprise or other types of registration of legal entities. Intellectual business services can be provided both offline and online.

Students should consider the main stages of developing an intellectual business project: 1) generation and selection of ideas for an intellectual business; 2) formulation of the idea and assessment of its competitiveness; preliminary presentation to a potential investor; 3) creation of a prototype (in the case of a product), which means the physical embodiment of the product idea and obtaining one or more product samples; 4) the patent protection stage, which completes the first stage of the product life cycle - the development stage; 5) commercialisation of intellectual property for profit.

When studying the topic, the student should know that the use of intellectual property in economic activity is carried out on the basis of its commercialisation, the mechanism of which makes it possible to continuously move intellectual capital and make a profit. This happens as follows: intellectual capital produces innovations that form intellectual resources. These, with significant commercial potential, receive legal protection and become intellectual property. As a result, the sale, licensing, and use of intellectual property generates profit.

There are two main ways to commercialise intellectual business projects: 1) direct commercialisation through the transfer (sale) of rights to intellectual business objects as intellectual products (under a licence agreement, franchise agreement or leasing agreement); 2) indirect commercialisation through the sale of intellectual products in the production of which intellectual property objects are used.

In the course of studying the topic, the student should consider the peculiarities of motivation of developers (creators) of intellectual products. Labour motivation is a conscious inducement to active labour activity of a subject associated with an attempt to satisfy certain needs. Motivation of labour of intellectual product developers is one of the most important conditions for an intellectual business to achieve its production, innovation and market goals. This is due to the priority role of intellectual resources in the emerging knowledge economy and the peculiarities of intellectual labour, which, if directed at achieving business goals, requires new approaches to its organisation.

An employee of creative intellectual labour in the process of work not only creates an intellectual product, but also increases his or her own personalised intellectual capital, which is not alienated from him or her.

In the process of studying the topic, students should clearly distinguish between the leading motives of creativity: 1) intellectual (intellectual self-development, curiosity, passion for an idea, love of solving difficult problems, the desire to fully realise one's intellectual abilities); 2) material (receiving material rewards); 3) moral (the company's recognition of the value of work, the employee's contribution to the company's development; the employee's sense of his or her special significance for the company, a special vocation).

It should be noted that the model of the mechanism of motivation of creators should be considered as a complex, multi-level system that describes the goals and results of employees' activities in relation to the reward for their achievement, and the assessment of creativity. The development, implementation and functioning of a model

of a motivation mechanism aimed at developing staff creativity should be based on a systematic approach.

When studying the topic, the student should pay attention to the compensation policy, which is understood as a set of economic and social incentives, mechanisms, and instruments of external motivational influence on the labour behaviour of employees. The mechanisms of the compensation policy allow for the exchange of labour services provided by employees for remuneration - tangible and intangible benefits that serve as compensation for physical, intellectual, creative, psycho-emotional efforts expended in the course of work, knowledge, skills and competences.

It should be noted that the compensation package is a remuneration system based on a comprehensive combination of both material levers and moral incentives for highly efficient work. The main importance of the compensation system is to stimulate employee behaviour by directing it towards achieving the company's goals and objectives, i.e. to combine the material interests of employees with the strategic objectives of the company. The development of a compensation package is one of the most important strategic tasks in enterprise management. The compensation package consists of salary, other material remuneration not related to the salary fund, payments from profits and intangible rewards and benefits.

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.

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Methodological recommendations

The purpose of the class is to consider the regulatory and legal framework for the formation and functioning of intellectual business in Ukraine, the peculiarities of organising your own business in the field of intellectual business and modelling of intellectual business.

As a result of preparation for practical training 4, the student should

Know:

- the legal framework for starting and running an intellectual business;
- the system of state intellectual property protection bodies in Ukraine;
- organisational and legal forms of intellectual business;
- principles and approaches to modelling intellectual business;

be able to:

- apply the legal framework for creating an intellectual business;
- determine acceptable business models for intellectual business;
- analyse the environment of intellectual business.

Having prepared for Practical training session 4, the student should know that a modern, globally recognised intellectual property system is a necessary element for achieving high economic and social development of any state.

Relations in the field of intellectual property are regulated by a number of civil laws, the most important of which is the Civil Code of Ukraine, Book Four of which is entitled "Intellectual Property Rights" and contains general and special provisions. In addition to the Civil Code, copyright and patent law are regulated by the Criminal Code and the Code of Administrative Offences, which provide for liability for copyright and patent infringement. They are also regulated by the Civil Procedure Code, the Commercial Code, the Commercial Procedure Code, and the Customs Code.

When studying the training material, it should be noted that the basis of special legislation on intellectual property is formed by the Laws of Ukraine "On Protection of Rights to Inventions and Utility Models", "On Protection of Rights to Industrial Designs", "On Protection of Rights to Trademarks", "On Protection of Rights to Plant

Varieties", "On Protection against Unfair Competition", "On Protection of Rights to Topographies of Integrated Circuits", "On Copyright and Related Rights", etc. It should be emphasised that today the system of intellectual property protection bodies includes 37 laws and more than 100 bylaws covering at least 16 independent copyright objects in the field of science, literature and art, three types of related rights, nine types of industrial property and the field of protection against unfair competition.

It should be noted that today the system of organisation of state administration in the field of intellectual property has a complex structure: The Ministry of Economic Development and Trade, the State Enterprise "Ukrainian Institute of Intellectual Property" (Ukrpatent), the State Organisation "Ukrainian Agency of Copyright and Related Rights", the State Enterprise "Intelzakhyst", and public organisations.

It should be noted that in the global market practice, there is a growing demand for research and development, which contributes to the emergence of a variety of organisational forms of interaction between science and industry, ensuring the focus of R&D on a specific market and intensive implementation of research results (new technologies) in production.

Scientific and technical cooperation with scientific institutions, centres, universities, and institutes is developing on the basis of the integration of intercompany cooperation, resulting in new organisational forms of such interaction. These include technology parks, technopolises, scientific and industrial complexes of various types, business industry associations, intercompany strategic alliances (consortia, joint ventures, keyrez, etc.). In addition to the above, a number of small specialised firms are developing that serve all stages of the formation and implementation of programme-targeted R&D, carry out expert review of the achievements of small knowledge-intensive venture capital firms that are created on the initiative of individual inventors, scientists or a group of specialists to implement personal inventions; advisory and analytical groups that forecast the development of technologies, new products, etc.

The next issue is to find out the significance, advantages and specifics of the impact of different organisational forms on the relationship: science - production - diffusion of innovations. It is necessary to focus on studying the mechanisms of creation and functioning of different types of innovative structures of research and production activities that are built on a commercial basis.

When studying this topic, special attention should be paid to the stages of organising your own business in the field of intellectual business: 1) choosing a method of organising an intellectual business; 2) choosing a niche; 3) determining strategic needs for intellectual products (services); 4) choosing a legal form of the enterprise; 5) choosing a behavioural strategy; 6) choosing means of implementing an entrepreneurial idea; 7) choosing a price; 8) choosing a sales behaviour.

It should be noted that the organisation of the establishment of an intellectual business enterprise in Ukraine includes the submission of the following documents to the local registration authorities: an entrepreneur's application for registration of the enterprise, a patent for an invention of the author or assignee, a business plan for the establishment of an intellectual enterprise for small and medium-sized businesses, an investment project for a large business enterprise; payment for the service of a single registration window; issuance of registration documents within six days; registration

with the tax inspection. The legal basis of an intellectual property company is the Commercial Code of Ukraine, the company's charter and collective agreement. The management structure of an enterprise may be functional, product, project, matrix, etc.

When studying the topic, students should pay attention to the peculiarities of smart business modelling. Business modelling is more of an art than a science, but there are techniques that allow you to move the management of a company (enterprise) from the realm of art to the realm of technology. Regular work with models can help to identify dangerous phenomena and trends in business at an early stage, as the company's sustainability and competitiveness depend on such timely diagnosis.

The business model describes the internal structure of the business (financial characteristics: costs, profits, amount of investment and efficiency of their return; production capacity; sales channels; organisational and staffing structure; employee motivation; division of responsibilities, etc.), while the marketing model describes the impact of external factors on the company's operations.

It should be noted that the tools for building models, as well as the models themselves, vary greatly. For building top-level models, the simplest ones are a drawing board and a text editor that allows you to structure text. But sometimes it is necessary to use more sophisticated technologies that allow you to create documents with hypertext links. These are Web browsers and editors similar to the Trellex product by Trellex Corporation. As for the construction of detailed models, appropriate formalisms (notations) have been developed for each of them (processes, information flows, functions, cost, organisational structure, spatial location, etc.).

Functional models (simple text editor; IDEF0 description language; Ishikawa diagrams), process models (flowcharts and Petri nets), information models (ER models), and flow models (Data Flow Diagrams) are used. Any model works only in certain ranges of changes in the values of input parameters. And the more formal the model is, the stricter this limitation is. That is why it is impossible to build working formal models of complex systems. However, if the model is built on the basis of fuzzy logic, neurocognition and other well-known approaches that use potentially unreliable elements to obtain reliable solutions, the vast majority of restrictions are removed.

In the process of studying the topic, the student should consider the environment of intellectual business. Any type of entrepreneurial activity, including intellectual, cannot be carried out in isolation. Its participants (counterparties), i.e. a seller or a buyer, an employer or an employee, operate in a certain environment that determines their positions and is called the business environment or business environment. The environment of an intellectual business can be complex, changeable, and can be divided into various elements, depending on the purpose of classification. There are economic, political, legal, socio-cultural, technological, geographical, and institutional business environments. The impact of each of these components on the entrepreneurship process itself is different. The most important for intellectual business is the availability of intellectual labour resources, partnership agreements with intellectual business institutions, potential consumers, and communication channels.

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.

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Methodical recommendations

The purpose of the class is to consider the peculiarities of conducting an intellectual business: organisation of production at an intellectual enterprise, marketing of an intellectual business, pricing of intellectual products, financing of intellectual business development, investment in an intellectual business and virtualisation of an intellectual business.

As a result of preparing for practical session 5, the student should know:

- the basics of organising intellectual production;
 - features of marketing of intellectual business;
 - methodological basis for determining the price and features of pricing of intellectual products;
 - sources and types of investment in intellectual business;
 - technologies specific to the virtualisation of intellectual business;
- be able to:
- apply the legal framework for conducting intellectual business;
 - justify the directions of development of intellectual business;
 - identify sources of funding and investment in the development of intellectual business;

- identify and apply the main trends and prospects for the virtualisation of intellectual business. In preparation for practical lesson 5, the student should know that today enterprises are faced with the tasks of significant (3-4 times) growth in labour productivity, increasing the share of the intellectual component in production and active introduction of computer technologies, which, in turn, requires an increase in the level of education of each individual employee. At the same time, their responsibility for the work they do is growing, and at the same time, the corporation as a whole faces the threat of intellectual capital and intellectual product leakage. These circumstances require a change in the contractual relationship between the employee and the corporation, which would take into account the contribution of each individual holder of intellectual capital to the production of an intellectual product and increase his or her liability for disclosing trade secrets or using the corporation's developments for his or her own benefit. These tasks are solved in the process of effective organisation of intellectual production.

It should be noted that intellectual production (production with the help of human intelligence - mindfacturing or brainfacturing) is a term that relates directly to the sphere of economic production of material goods, denoting such production when a product is created through intellectual activity using a pre-existing knowledge base as a "raw material". It is based on large-scale R&D, software development and research and development (R&D). In intellectual production, the factors of production are knowledge and intellectual effort. In this case, intangible sources are transformed into real and tangible benefits.

When studying the topic, the student should pay attention to the scheme of creating and preserving an intellectual product in intellectual production. The organisation of the intellectual production process is complex and multi-level: it is possible to trace the formation and sale of a corporate intellectual product with the identification of significant positions of its formation, accumulation, sale and multiplication, to identify the mechanism of organisation of intellectual activity, which is systematic and structured.

In the course of studying the topic, the student should consider the directions and sources of financing for the development of intellectual business.

It should be noted that the process of commercialisation of intellectual property is inextricably linked to its marketing. This process requires quite large expenditures

at the initial stage of the functioning of innovative products on the market. In some cases, marketing costs account for half or more of the final product price.

The peculiarities of marketing of intellectual property objects include: 1) technological forecasting should play a significant role in them, identifying areas of R&D, the results of which will be competitive in the future; 2) it is necessary to carefully study the directions of change in the need for both scientific and technical and final product; 3) marketing efforts should be aimed at studying the ability of an intellectual product to save living and materialised labour in the field of material production; 4) efforts should be made to protect and preserve intellectual property rights, since intellectual property is

When studying the topic, students should know that pricing is one of the most difficult problems (especially if the product is unique and original), on the solution of which the economic results of the enterprise depend. The pricing strategy is closely linked to the overall goals of the company. For example, increasing sales of products (services), maximising profits, and maintaining stability in the market. When setting the price for intellectual products, one should be guided by the following: the price should be such that it is possible to sell the product, cover costs, and obtain the maximum or targeted expected profit.

The process of setting market prices for a company's goods has at least seven stages: 1) setting pricing objectives; 2) determining demand; 3) cost estimation; 4) analysing competitors' products; 5) choosing a pricing method; 6) finalising the initial price and rules for future changes; 7) taking into account government price regulation measures. Price choice means establishing not only the price level, but also the strategic line of the firm's pricing behaviour in the market for each type of intellectual product.

When studying this topic, special attention should be paid to investments in intellectual property, which means investments in intellectual property arising from copyright, inventor and patent law, rights to industrial designs and utility models. Investments in intellectual property may be financed from the following sources: budgetary allocations and funds of state-owned enterprises; private capital (legal entities and individuals); and sponsorship. The main object of investment in intellectual business is knowledge-intensive products in various forms.

Investments in intellectual business may be made in the form of: acquisition of exclusive rights to use intellectual business objects (purchase of patents, licences for inventions, industrial designs); acquisition of information services through hiring various specialists, scientists and practitioners under a contract or in the form of a one-off purchase of information services (consulting, expertise, recommendations, etc.); acquisition of intellectual products in material form (design and estimate documentation, programmes, methods, know-how); investment in l

It is worth noting that the transition to the information age has made it possible to make two major discoveries: first, the Internet is a universal sphere of information exchange and, second, the hardware and software products that ensure its functioning. The Internet, as an accessible information space, has opened up wide opportunities for business development in the virtual environment.

The student should remember that virtualisation is the use of technologies to simplify and provide more convenient ways of creating and running a business, communications between a client (consumer) and a supplier or manufacturer.

Virtualisation of an intelligent business makes it accessible to customers regardless of geographical location, the infrastructure is freed from being tied to a specific office, and this naturally leads to significant savings in payments for rent, energy and consumables.

The process of virtualising an intelligent business is characterised by the following technologies: virtual office; cloud technologies; software rental; and online representation.

It should be noted that the advantages of virtualising an intelligent business are efficiency, reliability and security, and affordability. Business virtualisation makes it accessible to customers and employees regardless of geographical location, the infrastructure is freed from being tied to a specific office and its equipment, and this naturally leads to significant savings in rental payments, energy and consumables.

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

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Methodological recommendations

Objective: to consider the essence and structure of the intellectual potential of the organisation, the peculiarities of resource support for the development of intellectual business.

As a result of preparation for practical training 6, the student should know:

- the essence and structure of the intellectual potential of the organisation;
- tasks, goals and importance of information support for intellectual business;
- features of intellectual business personnel;
- the essence and functions of intellectual capital as the main resource of intellectual business;

be able to:

- identify and analyse the components that make up intellectual potential;
- identify sources of information support for intellectual business;
- describe the main components of intellectual capital.

In preparation for Practice 6, the student should know that intellectual potential is considered as an economic system that reflects a set of links and relationships between the elements of intellectual capital (personnel, market assets, structural assets, intellectual property) that are established in the process of designing, manufacturing, selling and consuming a product and managing these processes.

The essence of intellectual potential is reflected as the ability of the system of intellectual resources (as elements of intellectual capital) to form such managerial competences that, based on selected business processes, ensure the achievement of certain enterprise strategies.

At the individual level, intellectual potential is a set of employees' intellectual abilities (knowledge, skills, information, values, habits, etc.) and opportunities for their disclosure, development and use.

The student should remember that intellectual potential includes: accumulated knowledge; personnel with knowledge and replenishing their stock; material and technical base, financial capabilities for obtaining new information and knowledge; organisational factors as a condition for the use of knowledge (including communications and information networks). Such various characteristics indicate that intellectual potential is a cross-cutting potential and is reflected in human, technological, information, financial, organisational potentials, etc.

When defining the structure of intellectual potential, researchers mainly rely on closely related categories: intellectual capital, intellectual resources and intellectual property.

It should be noted that the intellectual potential of an organisation should be considered as an element of human potential, scientific potential, innovation potential, and intellectual property. All these components of intellectual potential are closely interrelated. Each of these components of the enterprise's intellectual potential is a specific set of capabilities, the interaction of which results in a synergistic effect and the production system acquires new properties that are not inherent in each individual component.

It is known that at the enterprise level, intellectual potential is the basis for innovative development. Innovations are considered to be the starting point for progress in business, science, and government, driven by the intellect embodied in humans through their social background. Effectively realised intellectual potential is transformed into intellectual capital. This ensures the effect of the company's intellectual resources, which is to increase the level of competitiveness, labour productivity, generate additional profits, and increase positive goodwill in the balance sheet item, and also opens up new opportunities for manufacturing companies to introduce and sell innovations.

The development of an enterprise's intellectual potential is achieved through the continuous improvement of professional training. This need is related to the peculiarities of innovation activities at modern enterprises.

In the process of studying the topic, the student should consider the essence, goals and importance of information support for intellectual business. Information support of intellectual business is considered from the point of view of the available information resources used by persons involved in intellectual activity in order to create intellectual property rights, acquire property rights to them and sell intellectual products. Information support for intellectual business is a set of information of various kinds intended for decision-making in the field of intellectual entrepreneurship.

It should be noted that the main tasks of information support of intellectual business are: constant updating of the database with the necessary information; timely provision of relevant consumers with reliable data; collection and processing of information on the status and results of the management objects to provide this information to higher authorities; processing of information necessary for analysis, forecasting and management decision-making.

The purpose of information support of intellectual business is to increase the efficiency of formation and implementation of intellectual business operations, which are implemented on the basis of the use of modern means of computer technology, data transmission, mathematical methods, and advanced computer technologies.

The means of information support of intellectual business is a set of technical devices for collecting, accumulating (storing), processing and transmitting information.

In today's conditions, against the background of rapid development of informatisation and computerisation processes, the problem of information and analytical support of intellectual business is becoming quite important. In the activities of modern enterprises, the transfer of information and the use of modern information technologies are an indispensable and primary factor in their effective functioning. At the same time, it is of particular importance to ensure the timeliness and reliability of data. Information plays an important role in providing data for management decision-making and is one of the factors that reduce production costs and increase its efficiency.

When studying the topic, the student should pay attention to the sources of information support for intellectual business, which include general and special libraries, which are repositories of domestic and foreign literature on various topics; sources of intellectual property legislation, united in a common regulatory framework on intellectual property (both on paper and electronic media); information resources of the Ministry of Economic Development and Trade of Ukraine and institutions that are part of the state

When studying this topic, one should pay attention to the specifics of intellectual activity, which determines the functional structure of personnel, which includes: scientific and scientific and technical personnel; scientific and auxiliary and service personnel; production and administrative and economic personnel. The functional structure of personnel is the distribution of personnel involved in experiments. In modern conditions, as already mentioned, the importance and role of managers-innovators and marketing specialists in scientific products are also increasing. An important characteristic of the staff is their qualification level, the amount of specific knowledge, abilities, personal skills, systemic thinking, and creative innovative tendencies.

When studying the training material, it should be noted that intellectual capital is a set of knowledge, experience, skills, creativity, abilities, relationships that have economic value and are used in the process of production and exchange to generate income.

Intellectual capital has the following specific features: it is not tangible in the traditional sense, although the forms that intellectual assets take can be tangible; it exists simultaneously in the forms of a stock and a product, its consumption is at the same time its increase; it is stored and accumulated in specific, non-traditional forms; it is a key component of determining the market value of modern enterprises.

When studying this topic, special attention should be paid to the structure of intellectual capital. Human and structural capital are distinguished. Structural capital is divided into customer capital and organisational capital, which in turn includes innovation and process capital. When studying the topic, the student should consider the characteristics of all structural components of intellectual capital.

The classification of types of intellectual capital is carried out on various grounds depending on the purpose and tasks to be solved: by the form of ownership (private, collective, state intellectual capital), corporate transaction (share and equity), residence (national and foreign), formation (intellectual capital created by the business entity itself or acquired from other business entities), form of involvement (intellectual capital in the form of industrial property rights, copyright and the amount of

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.

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Methodological recommendations

Objective of the lesson: to consider the concept, goals, objectives, functions and structure of intellectual business management, to identify the main elements of the intellectual business management mechanism.

As a result of preparation for practical training 7, the student should know:

- the essence and main purpose of intellectual business management
- functions of intellectual business management;
- components of the intellectual business management mechanism;
- the essence, stages and principles of intellectual property management;

be able to:

- explain the features of intellectual business management;
- describe the main components of intellectual business management;
- determine a set of actions to implement the intellectual business management mechanism.

Having prepared for the practical session 7, the student should know that intellectual business management is a system of strategically interconnected methods and means aimed at the creative activity of innovators, identifying reserves for achieving high results, increasing the value and efficiency of intellectual business.

It should be noted that intellectual business management can be viewed in three ways: management as a process, i.e. transformation of one result of creative activity into another; management as a function, i.e. targeted information influence on people (primarily on creators of intellectual products), which is carried out in order to direct their actions and obtain the desired results; management of a certain structure that develops or uses intellectual property rights.

The main goal of intellectual business management is to ensure effective development and realisation of the intellectual potential of enterprises. The objectives of intellectual business management are: a sharp increase in investment in scientific research, research and development and human resources; development and dissemination of key technologies of modern and advanced technological modes, which can provide enterprises with competitive advantages; creation of a regional infrastructure that ensures the commercialisation of R&D results; preservation of the information infrastructure of research and development, as well as protection of intellectual property and maintenance of its rights;

The student should remember that management functions mean the type of activity that is necessary for the implementation of the general objectives of innovation management. They include: formulation of innovation goals; forecasting (prediction); planning; coordination; organisation; stimulation (activation); control.

When studying this topic, special attention should be paid to the structure of intellectual business management, which includes: intellectual business development, including planning and implementation, a favourable environment and employee motivation; market analysis, which consists of opportunities, competitors and infringers (e.g. patent rights); protection of intellectual property rights, including legal protection, trade secrets and disciplinary action; exchange of intellectual business objects, including purchase, sale, technology transfer and joint R&D

It should be noted that the processes of intellectual business management in many companies and organisations are not defined and formalised and, as a result, the efficiency of management activities is not high enough. The process of intellectual business management constantly encounters pitfalls in the form of unworked procedures, inconsistent documentation, duplication of functions of different departments, and low staff awareness.

In the process of studying the topic, the student should consider the mechanism of intellectual business management and its main elements. The application of the intellectual business management mechanism is aimed at ensuring the exercise of monopoly rights to the results of intellectual activity and increasing revenues from improving the quality or reducing the cost of products, expanding sales markets, increasing efficiency and effectiveness of activities.

In order to effectively use intellectual business objects, an enterprise needs to have full legal protection of the objects (to obtain full permission to use, sell, donate such objects); to have qualified personnel; to carry out accounting and valuation of intellectual business objects, to have timely information on financial results from intellectual property at the enterprise; to control intellectual business objects, to have information on the creation and use of intellectual property, to have information on the creation and use of intellectual property, and to have access to the intellectual property rights.

Students should note that the implementation of the intellectual business management mechanism of enterprises involves the following set of actions: 1) checking the status, diagnosis and provision of optimal human, information, scientific, material resources for the implementation of the intellectual business management mechanism; 2) management's awareness and communication to the staff of the need to form a portfolio of competitive intellectual products; 3) taking into account the main levers of influence of the intellectual business management mechanism in the process of determining the priorities of the enterprise's mission; 4) creating an effective systemic motivation that will ensure the unity of the enterprise's goals.

When studying the topic, the student should pay attention to intellectual property management, which is an activity aimed at obtaining the final result - profit or other benefit through the creation and use of intellectual property rights (IPR) in all sectors of the economy. The objectives of intellectual property management are to create, identify and select the type of legal protection, efficient use and protection of rights to intellectual property.

The subjects of intellectual property management may be: legal entities or individuals that create intellectual property rights; legal entities or individuals that use these objects; and the state. The subject matter of management is intellectual property rights that have been granted legal protection by law.

When studying the training material, it should be noted that there are at least three options for managing intellectual property: management of the results of creative activity; management of people who create or use IPR; management of organisations that develop or use IPR.

In the course of studying the topic, students should clearly distinguish between the five main stages in the life cycle of IPR: development (creation) of IPR; acquisition of rights to IPR; use (commercialisation) of IPR; protection of rights to IPR; disposal

of IPR. Students should consider the main points that need to be taken into account for the effective management of intellectual property at different stages of its life cycle.

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.

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Methodological recommendations

Objective of the lesson: to consider the concepts, goals, principles and components of economic security of intellectual business, the mechanism for ensuring economic security of intellectual business, methods of risk assessment and management in the field of intellectual business.

As a result of preparing for practical training session 8, the student should

know:

- the essence and components of economic security of intellectual business;
- principles of ensuring economic security of intellectual activity;
- types of risks in intellectual business;
- methods of risk management in intellectual business;

be able to:

- form a mechanism for ensuring the economic security of intellectual business;
- identify risks and threats to intellectual business;
- conduct risk assessment in the field of intellectual business.

In preparation for Practical training session 8, the student should know that in the general sense, economic security is considered as a state of the economy and government institutions that ensures guaranteed protection of national interests, independence of the chosen economic course, social orientation of economic reforms, and sufficient defence potential even under adverse conditions of internal and external processes.

The economic security of an enterprise is the protection of the enterprise's activities from negative influences of the external and internal environment, the ability to quickly eliminate various threats of losses and economic damage, destruction or adapt to external conditions without negative consequences for the enterprise. In addition, the economic security of an enterprise is the most efficient use of resources that ensure the stable functioning of the enterprise.

It should be noted that the level of economic security of an enterprise is an assessment of the state of use of corporate resources according to the criteria of the level of economic security of an enterprise. The main goal of achieving a high level of economic security is to ensure maximum security of the main functional components of the enterprise's activities.

Functional components of the economic security of an enterprise are a set of the main directions of its security, which differ significantly from each other in their content.

In the process of studying the topic, the student should consider the structure of the functional components of economic security of an enterprise: a) financial component; b) intellectual and personnel component; c) technical and technological component; d) political and legal component; e) environmental component; f) information component; g) power component. Each of the above functional components of the economic security of an enterprise is characterised by its own content, a set of functional criteria and ways of ensuring it.

It should be noted that the main goal of intellectual business security should be considered a guarantee of stable and maximally efficient operation of the enterprise engaged in intellectual activity at the present time, as well as the possibility of development and improvement of its functioning in the future.

When studying the training material, it should be noted that the organisation and functioning of a comprehensive system of ensuring economic security of intellectual activity for maximum efficiency should be based on the following principles: legality, economic feasibility, combination of preventive and reactive measures, continuity, differentiation, coordination, full control of the management of the business entity over the system of ensuring economic security.

Proper organisation of economic security requires specific and concise use of all resources available to the enterprise, namely human, economic, intellectual, etc. Only an effective organisation is able to prevent existing threats to an enterprise, while ensuring its functioning in the future.

When studying the topic, the student should know that the main condition for ensuring the security of an intellectual business is the ability to withstand existing threats that may arise and cause damage to enterprises in this area (in the form of losses, slower development and reduced capital). Threats to the security of an intellectual business can arise both from outside and inside the enterprise.

The intellectual component of an enterprise's economic security is aimed at preserving and developing its intellectual potential, i.e. a set of rights to intellectual property or to use it (including patents and licences), and at replenishing the knowledge and professional experience of the enterprise's employees. The intellectual component is related to the preservation and protection of the company's intangible assets, integration of intellectual potential into the core business through education and training, and support for staff creativity and creativity.

It should be noted that the intellectual security system is a set of managerial, legal, economic, security, judicial and other measures that ensure the security of the enterprise and protection against unlawful encroachments, and reduce the level of possible losses. In the course of studying the topic, students should consider the stages of building an intellectual security system.

When studying the topic, students should pay attention to the mechanism of ensuring the economic security of intellectual business, which can be described as a set of managerial, legal, economic, security, judicial and other measures that ensure the intellectual security of the enterprise and protection against unlawful encroachments, and reduce the level of possible losses.

The main principles that should be taken into account when forming a mechanism for the economic security of an intellectual business should be: awareness of the need to protect intellectual property; determination of responsibility for intellectual property; enhancement of social values; active prevention and detection of violations of intellectual property protection; constant monitoring of the level of existing intellectual security and making the necessary changes and updates; clear definition of the functions of each employee and their uninterrupted performance; cooperation with other enterprises and exchange of experience in intellectual security issues; uniting the efforts of all employees of the enterprise to achieve a common goal; organisation of intellectual security management aimed at avoiding contradictions and conflicts within the enterprise.

When studying this topic, special attention should be paid to the risks and threats in the intellectual business. It is well known that the use of intellectual property results in business (for example, in innovation) involves great risks. In general, risk should be viewed as the possibility or threat that the results of specific actions or decisions may deviate from the expected ones.

All factors that influence the growth of risk are divided into two groups: objective and subjective (external and internal). In turn, objective or external risk factors are divided into factors of direct and indirect influence.

When preparing for the practical lesson, students should consider the classification of intellectual risks by the following criteria: areas of manifestation, scale of influence, subjects of innovation, forms of investment in innovations, sources of investment in innovations, mechanisms of investment in innovations.

The student should remember that the implementation of intellectual activity has the following risks: economic, originality, technological inadequacy, financial inadequacy, project uncontrollability, contractual relations, legal. There are also risks associated with the promotion of a new type of product or service to the market, competition of ideas and developments.

It should be noted that risk analysis is divided into two complementary types - qualitative and quantitative. Qualitative analysis is aimed at determining the risk factors that affect the results of decisions and work performed, identifying potential risk areas and identifying risks. Quantitative analysis involves the numerical determination of risk sizes (probabilities of losses and their magnitude).

In order to reduce the negative impact of risks on the implementation of intellectual projects, they should be managed: timely assessed and identified; measures of influence and control should be taken. The following options are possible: avoidance - the investor and the executor of an innovative project are ready to incur high costs for various insurance measures; conscious risk - willingness to bear responsibility for its consequences; indifference - the desire to optimise the cost of mitigation and the balanced use of various tools and methods of insurance against the consequences.

The student should remember that the process of assessing the risks of an intellectual business entity is a process carried out by the management of the enterprise to determine the risks of intellectual business and the necessary measures to reduce them (to an acceptable level) and obtain the expected results of its activities.

Risk management can be characterised as a set of methods, techniques and measures that allow to predict the occurrence of risk events to a certain extent and take measures to eliminate or reduce the negative consequences of such events.

In preparation for the practical lesson, students should consider the basic principles and techniques of risk management.

When studying the topic, the student should know that measures to eliminate and minimise risk include the following stages: assessing the acceptability of the risk level; assessing the possibility of reducing or increasing the risk (in the case when the risk values obtained are significantly lower than the acceptable level, and an increase in the degree of risk will increase the expected return); selecting methods of reducing (increasing) risks; formulating options for reducing (increasing) risks; assessing the feasibility and selecting options for reducing (increasing) risks.

It should be noted that the most common, widely used and effective methods of risk prevention and reduction are: insurance; fund reservation; diversification; limitation; risk transfer; collection of additional information, quality assurance of products, verification of business partners, business planning, recruitment of personnel, organisation of protection of commercial activities of the enterprise (including trade secrets).

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.