

**PJSC "Higher Education Institution  
"INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"**



***SYLLABUS OF THE ACADEMIC DISCIPLINE  
«INTELLECTUAL PROPERTY IN INNOVATIVE BUSINESS ACTIVITIES»***

Specialty: **D3 Management**  
Educational level: **first (bachelor's) level**  
Educational program: **Management**

MAUP 2025

### General information about the academic discipline

Name of the academic discipline	<b>Intellectual property in innovative business activities</b>
Code and name of specialty	<b>D3 "Management"</b>
Level of higher education	First (bachelor's) level of higher education
Discipline status	selective
Number of credits and hours	<b>3 credits / 90 hours.</b> Lectures: Seminar classes: Independent work of students:
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	<b>test</b>
Discipline page on the website	

### General information about the teacher. Contact information.

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<b>Academic degree</b>	Candidate of Jurisprudence
<b>Academic title</b>	Docent
<b>Position</b>	Associate Professor of the Department of Social and Humanities
<b>Disciplines taught by the NPP</b>	Jurisprudence
<b>Areas of scientific research</b>	
<b>Links to identifier registries for scientists</b>	<b>Google Scholar</b> <a href="https://scholar.google.com.ua/citations?user=QL7P9IIAAAAJ">https://scholar.google.com.ua/citations?user=QL7P9IIAAAAJ</a>  <b>ORCID</b> <a href="https://orcid.org/my-orcid?orcid=0000-0002-4273-8068">https://orcid.org/my-orcid?orcid=0000-0002-4273-8068</a>
Teacher contact information:	
<b>Email:</b>	
<b>Contact phone number</b>	
<b>Teacher's portfolio on the website of the department / institute / academy</b>	<a href="https://kh.mau.com.ua/wp-content/uploads/2023/06/%D0%9D%D0%B0%D1%83%D0%BC%D0%BE%D0%B2%D0%B0-%D0%90.%D0%9E.pdf">https://kh.mau.com.ua/wp-content/uploads/2023/06/%D0%9D%D0%B0%D1%83%D0%BC%D0%BE%D0%B2%D0%B0-%D0%90.%D0%9E.pdf</a>

**Course abstract.** The course "Intellectual Property in Innovative Business Activities" is aimed at developing new knowledge about intellectual property management at different stages and levels in the context of society's transition to intensive and highly competitive use of innovative business activities in the economic life of national and foreign entities of international economic relations.

**The subject of the academic discipline** "Intellectual property in innovative business activities" is a set of legal, economic and organizational relations that arise in the process of creation, legal protection, use and commercialization of the results of intellectual, creative activity. The discipline studies intellectual capital management, mechanisms for protecting rights to innovative products (inventions, utility models, trademarks) and their transformation into an asset.

**The purpose of studying the discipline** is the formation of a system of competencies in future specialists based on mastering theoretical knowledge and practical skills in the essence of intellectual

property management in innovative business activities, as well as practical skills in managing them at the corporate, national and international levels and using them in innovative business activities.

**Objectives of the academic discipline are :**

**Study of theoretical foundations:** Mastering the conceptual apparatus, types of objects of intellectual property (IP) law, subjects of law and legislative regulation.

**Registration of rights:** Acquiring skills in the procedures for obtaining protection documents (patents, certificates for trademarks for goods and services) for innovative products.

**Commercialization of IP:** Teaching methods for effectively using intellectual property rights in business activities, including licensing, franchising, and selling patents.

**Innovation Management:** Development of innovative enterprise development strategies, intellectual capital management and valuation of intangible assets.

**Protection of rights:** Study of mechanisms for protection against violations of intellectual property rights, combating unfair competition and illegal use of the results of creative activity.

**Market analysis:** Developing skills to conduct patent research to assess the technical level of innovations and check for purity.

Studying this discipline provides an understanding of the role of intellectual property as a profit-generating asset and a necessary tool in the modern innovative economy.

**Prerequisites of the academic discipline.** The study of the academic discipline "Intellectual Property in Innovative Business Activities" is based on the knowledge and skills obtained by students at the undergraduate level. Namely: higher law, investment.

**Postrequisites of the academic discipline.** Knowledge and skills acquired by students in the process of studying the academic discipline "Intellectual Property in Innovative Business Activities", contribute to the successful study by higher education students of a number of other academic disciplines aimed at the formation of professional knowledge and skills.

**Content of the academic discipline (full-time educatio)**

No.	Topic name	Teaching methods/assessment methods
<b>CONTENT MODULE 1. BASIC PRINCIPLES OF THE DISCIPLINE "INTELLECTUAL PROPERTY IN INNOVATIVE BUSINESS ACTIVITIES"</b>		<b>Teaching methods:</b> verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistical data, graphs); explanatory and illustrative; reproductive; problem-based presentation method; partially searchable;
Topic 1.	Concepts and principles of intellectual property management.	
Topic 2.	Life cycle of an intellectual property right object.	
Topic 3.	Sequence of innovative product development.	
Topic 4.	The influence of political, economic and social spheres on innovation processes.	
Topic 5.	Justification of the feasibility and method of legal protection of intellectual property.	
<b>CONTENT MODULE 2. OBJECTS OF INTELLECTUAL PROPERTY RIGHTS</b>		

Topic 6.	Introduction of intellectual property rights into economic circulation.	<p>research; interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practicing modeling skills); case method (analysis of real economic situations, problem finding, proposal of solutions, construction of models); modeling of professional activities (building economic models, forecasting, scenario modeling).</p> <p><b>Assessment methods:</b> oral control (oral questioning, evaluation of participation in discussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays); test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting).</p>
Topic 7.	Innovative processes in the promotion and commercialization of an intellectual product.	
Topic 8.	Formation of a portfolio of intellectual property rights objects at the enterprise.	
Topic 9.	Preventing infringement of intellectual property rights of enterprises innovative business activities.	
Topic 10.	Tracking intellectual property rights violations	
Modular test		
<b>Form of control: credit</b>		

**Technical facilities and/or software.** The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the World Wide Web, which is provided by a free Wi-Fi network.

**Forms of control methods.**

Monitoring the progress of students is divided into current and final (semester).

**Current control** carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyze economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.

**Forms of student participation in the educational process, which are subject to current control:**

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addition, question to the person answering;

- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

**Current control methods:**

- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- working with problem situations (analytical cases, scenario modeling of economic processes).

**Assessment system and requirements.  
Table of points awarded to higher education students\***

Topics	Ongoing knowledge assessment										Final control		Total points
											Modular test	Credit**	
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

\*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Assessment criteria for the modular test in the academic discipline "Intellectual Property in Innovative Business Activities":

When assessing a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- a grade of "good" (B) is given for completing 80% of all tasks;
- a grade of "good" (C) is given for completing 70% of all tasks;
- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;
- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

The final semester assessment in the discipline "Intellectual Property in Innovative Business Activities" is a mandatory form of assessing students' learning outcomes. It is conducted within the time frame specified in the curriculum and covers the scope of material specified in the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

**Assessment of additional (individual) types** of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

#### **Assessment of independent work**

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

#### **Assessment scale for independent work (individual assignments) assessment criteria.**

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfect	Good	Satisfactory	Unsatisfactory
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

**Final assessment scale: national and ECTS**

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfect	Passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	not accepted with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

**Course policy.**

To successfully complete the course "Intellectual Property in Innovative Business Activities", the student must:

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course "Intellectual Property in Innovative Business Activities" involves mastering and adhering to the principles of ethics and academic integrity, in particular, focusing on preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and author's, not overloaded with quotes, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

**Recommended sources of information.**

**Basic literature**

1. Dergachova V. V. Intellectual Property: Textbook. Kyiv: NTUU "KPI", 2015. 416 p.
2. Klymenko, I. S., Taranukha, O. M., Zhuravel, O. V. (2021). Intellectual Capital and the Market intellectual property in the information economy: problems of identification and evaluations. *Economy and State*, (5), 38-43.
3. Intellectual Property. Textbook. L.M. Popova., A.V. Khromov, I.V. Shuba: Kharkiv, "Fedoroko", 2021, p. 262.
4. Tsybulev P.M., Chebotaryov V.P. Intellectual Property Management Office: creation, work, Efficiency / Textbook. – Kyiv: UkrINTEI, 2016. – 236 p.
5. Law of Ukraine "On Innovation Activity" dated 04.01.2002 No. 40-IV.
6. Kobelyeva, T., Vytvytska, O., Pererva, P., & Kovalchuk, S. (2022). STRATEGIC MANAGEMENT DEVELOPMENT OF ENTERPRISE ON THE BASIS OF INTELLECTUAL PROPERTY. *Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (Economic Sciences)*, (1), 52–57.

7. Shaulska, L., Dyuzhev, V., & Dolyna, I. DEVELOPMENT OF ECONOMIC MONITORING SYSTEMS BUSINESS PROCESSES OF COMMERCIALIZATION OF INTELLECTUAL PROPERTY. Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (Economic Sciences), (3), 2022. 67–72.

9. Rogach, S. (2023). Intellectual Property Management Strategies: Identification, Development and implementation in modern business conditions. *Economy and Society*, (56).

#### **Additional literature**

1. Pedchenko, N. S., & Franko, L. S. (2022). State policy for protection of intellectual property as a tool for stimulating innovative development of national economics. *Scientific Bulletin of the Poltava University of Economics and Trade. Series "Economic sciences"*, (1 (105), 106-114.

2. Sykes John, King Calvin. Valuation and commercial exploitation of intellectual property and intangible assets / – Trans. from English. [www.pwcglobal.com](http://www.pwcglobal.com)

3. Law of Ukraine "On Valuation of Property, Property Rights and Professional Valuation Activities in Ukraine" dated 12.01.2001 No. 1658-III, Bulletin of the Verkhovna Rada of Ukraine, 2001. – No. 411.

4. Resolution of the Cabinet of Ministers of Ukraine “On approval of the amount of remuneration (royalty) for use of phonograms and videograms published for commercial purposes and the procedure for their payment No. 71 dated 18.01.2003.

5. Resolution of the Cabinet of Ministers of Ukraine “On approval of the amount of remuneration (royalty) for use of copyright objects" No. 72 dated 18.01.2003.

6. Kosenko, A., Kasych, A., Lega, O., & Arefieva, O. (). The influence of managerial and cost-price Determinant of intellectual property on the competitiveness of an enterprise. *Bulletin National Technical University "Kharkiv Polytechnic Institute" (economic sciences)*, (3). 2023. pp. 86-92.