

Ukrainian State University of Railway Transport

Approved  
decision of the scientific council  
Faculty of Economics  
Prot. No. \_\_ from \_\_\_\_ 20\_\_ year

Recommended  
at the meeting of the department  
«Economics and Management of Production  
and Commercial Business»  
protocol No. \_\_\_\_ from " \_\_ " \_\_\_\_\_ year.

**SYLLABUS OF THE DISCIPLINE**  
**INTELLECTUAL BUSINESS**

**Second semester of the 2024-2025 academic year**

second educational level (master's degree)  
branch of knowledge 07 Management and administration  
specialty 073 "Management"  
educational program: "Sustainable logistics and supply chain management"

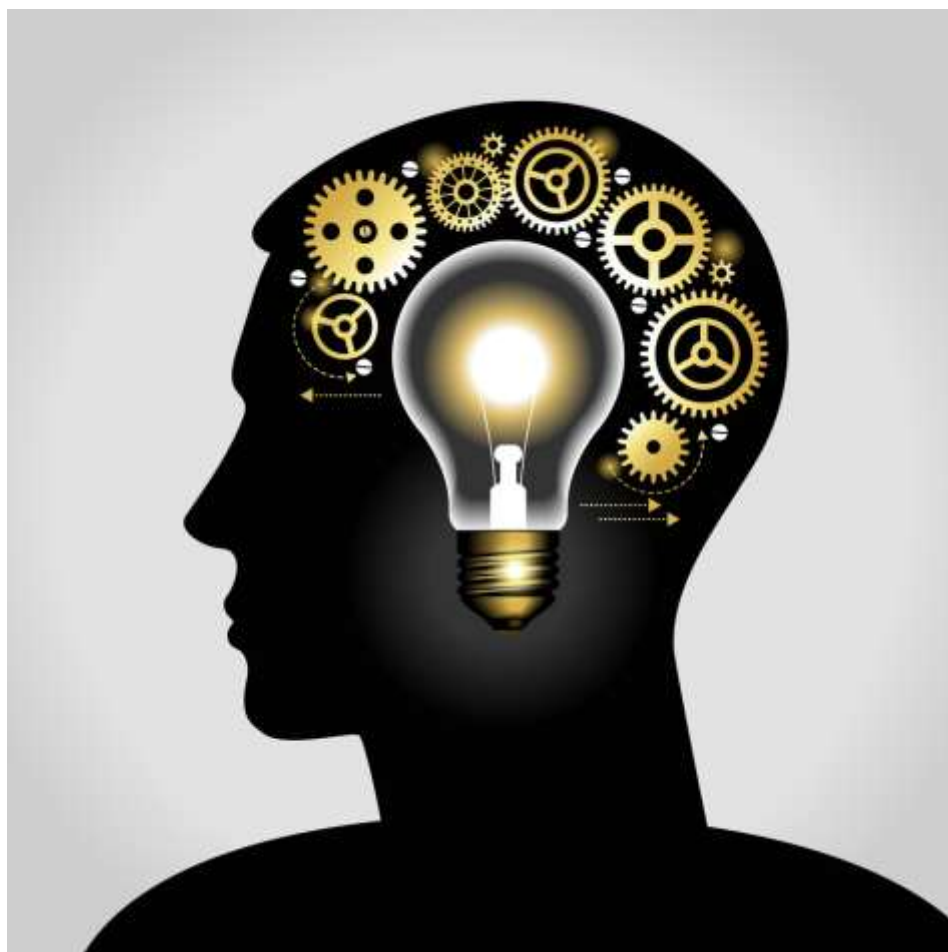
Time and audience of classes: According to the schedule - <http://rasp.kart.edu.ua/>

1. Team of teachers:

Lecturer: Nazarenko Iryna Leonidivna (PhD econ, Associate Professor), Contacts: +38 (057) 730-10-96, e-mail: nazarenko_il@kart.edu.ua
Head of practical classes: Nazarenko Iryna Leonidivna (PhD econ, Associate Professor), Contacts: +38 (057) 730-10-96, e-mail: nazarenko_il@kart.edu.ua
Location of the department: Kharkiv city , Maidan Feuerbach, 7, Building 3, Floor 4, Auditorium 503.
Web page of the course: <a href="http://do.kart.edu.ua/">http://do.kart.edu.ua/</a> Additional information materials: <a href="http://metod.kart.edu.ua">http://metod.kart.edu.ua</a>

Kharkiv – 2024

# INTELLECTUAL BUSINESS



## ІНТЕЛЕКТУАЛЬНИЙ БІЗНЕС

**2 semester 2024-2025**

**Lectures:** as scheduled (ZOOM conferences)

**Audience:** according to the schedule

**Practices:**

according to the schedule (ZOOM conferences)

1. Team of teachers:

Lecturer:

Nazarenko Iryna Leonidivna (PhD econ, Associate Professor),

Contacts: +38 (057) 730-10-96, e-mail: nazarenko\_il@kart.edu.ua

Reception and consultation hours: keep an eye on the consultation schedule in Semester 1.

Location of the department: Kharkiv city , Maidan Feuerbach, 7, Building 3, Floor 4, Auditorium

The term "intellectual entrepreneurship" (intellectual business) was proposed by the American professor, dean of the University of Texas at Austin A.R. Chervittsem in 2002. He believes that "the creation of material wealth is only one of the partial manifestations of entrepreneurship. The intellect cannot be limited by an academic scientific school, and entrepreneurship is not a business, it is a determination to master the world, it is a process of cultural innovation." A.R. Chervitz examines intellectual entrepreneurship in relation to the education system, but emphasizes the universality of the proposed concept, because an intellectual entrepreneur can be not only a businessman, but also a scientist, student, graduate student, artist, musician, producer, etc.

The basis of intellectual entrepreneurship in Chervitz's concept are four value orientations: vision and discovery, ownership and accountability, integrative thinking and action, collaboration and teamwork.

Intellectual business or intellectual entrepreneurship is a special type of entrepreneurship carried out by intellectuals who create socially-oriented complex, high-tech intellectual products, with the aim of not only obtaining economic benefits, but also self-realization and the achievement of spiritual and moral guidelines, as well as for the realization of development goals economy and society (both increasing material well-being and ensuring cultural, spiritual development, etc.). There are several types of intellectual entrepreneurship (see Fig. 1).

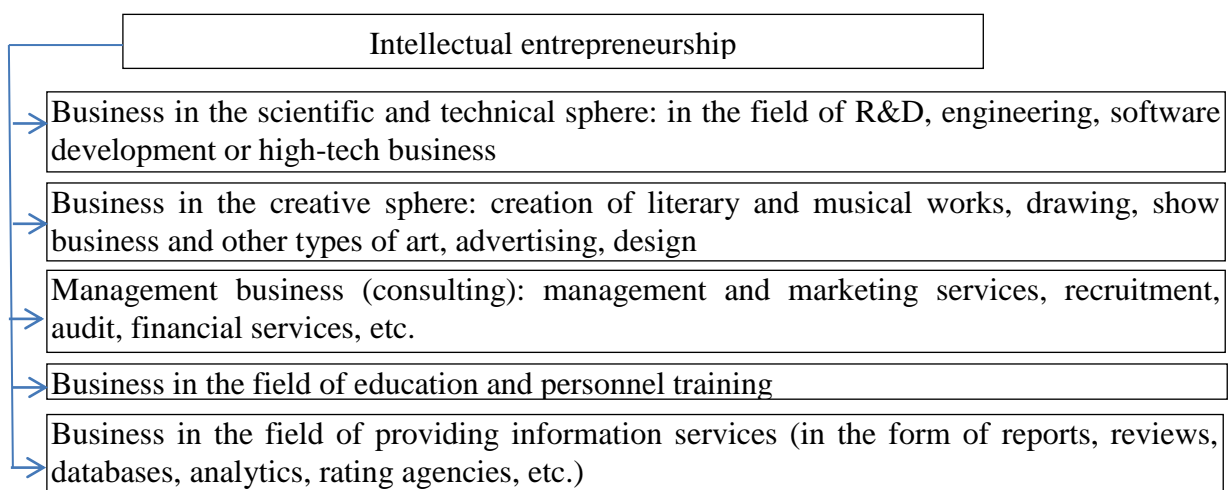


Figure 1 – Types of intellectual entrepreneurship

***Properties of intellectual entrepreneurship***

1. Intellectual fearlessness.
2. Information literacy.
3. Tolerance for information redundancy and uncertainty.
4. The ability to generate new knowledge.

## 5. Motivation to generate new knowledge.

Thus, you, the students, have all the opportunities to commercialize the knowledge gained at the university and start your own intellectual business. And how it differs from the usual one and how to organize it - you will find out and learn in this course.

The purpose of the course is to provide students with a complex of theoretical knowledge and practical skills in the formation and management of intellectual business, economic justification of its development directions and ensuring successful functioning.

### Summary of Module

This module aims to provide students with a set of theoretical knowledge and practical skills in conducting intellectual entrepreneurship so that they can commercialize the knowledge acquired at university by establishing their own intellectual business. The main tasks of the module:

1. Understanding of the basic theories and concepts of entrepreneurship: Students are given knowledge in the field of commercializing one's knowledge in a form of Intellectual Entrepreneurship.
2. Understanding of business models and their creation according to Alexander Osterwalder's canvas; understanding of intelligent products and their difference from regular ones;
3. Understanding of information provision of Intellectual Entrepreneurship, methods of minimizing risks and ensuring economic security of their intellectual business, ways of Virtualization of Intellectual Entrepreneurship.
4. Practical exercises and cases: Students get the opportunity to create a business model and business plan of their own business (group project) under supervision of a tutor and present and defend it in a seminar.
5. Developing effective communication skills: Students learn to collaborate in developing and presenting their group project of creating their intellectual business (it could be a consulting agency, audit firm, etc.).
6. Developing critical thinking and analytical skills: Students learn to analyze and evaluate business opportunities for creating a particular type of business using theoretical concepts and hands-on experience.

In general, the discipline "Intellectual Entrepreneurship" is aimed at preparing students for successful work in the field of entrepreneurship in the real world. Students will create a business model and a real business plan of the business they are interested in, do thorough analysis of the target audience, location, real competitors, demand analysis, product costing, price formation, profit calculation, discounting forecast cash flows, calculating performance indicators project risks analysis, break-even point and market value of their business. They also will be able to implement Value Based Management in their business - and all this on their real data gathered in the field.

### **Indicative Contents: The content of the module will include the following:**

- |           |                                                                              |
|-----------|------------------------------------------------------------------------------|
| Topic 1.  | Theoretical basis of Intellectual Entrepreneurship                           |
| Topic 2.  | Intelligent products: essence and creation characteristics                   |
| Topic 3.  | Regulatory and legal foundations of Intellectual Entrepreneurship in Ukraine |
| Topic 4.  | Modeling of Intellectual Entrepreneurship                                    |
| Topic 5.  | Intellectual Entrepreneurship management.                                    |
| Topic 6.  | Information provision of Intellectual Entrepreneurship.                      |
| Topic 7.  | Motivation of manufacturers of intelligent products.                         |
| Topic 8.  | Risks of Intellectual Entrepreneurship.                                      |
| Topic 9.  | Economic security of Intellectual Entrepreneurship                           |
| Topic 10. | Conducting Intellectual Entrepreneurship                                     |

## Topic 11. Virtualization of Intellectual Entrepreneurship.

### **Learning Outcomes:**

At the end of this module students will be able to:

LO1. (RN3) Communicate freely on professional and scientific issues in national and foreign languages orally and in writing.

LO2 (RN4) Develop socio-economic projects and a system of complex actions for their implementation, taking into account their goals, expected socio-economic consequences, risks, legislative, resource and other restrictions

LO3 (RN7) Choose effective methods of managing the economic activity of the enterprise, justify the proposed solutions on the basis of relevant data and scientific and applied research

LO4 (RN9) Make effective decisions under uncertain conditions and requirements that require the use of new approaches, methods and tools of socio-economic research.

LO5 (RN12) Justify management decisions regarding the effective development of economic entities, taking into account goals, resources, limitations and risks

### **Employability Skills and Personal Development Planning (PDP) Skills**

During completion of this module, there will be an opportunity to achieve core skills in:

#### 1. Knowledge and Understanding (K and U)

Upon completion of this module, there will be an opportunity to gain basic skills in:

Understanding of the basic principles and concepts of Intellectual Entrepreneurship.

Knowledge of creating business model using business modal canvas by Alexander Osterwalder.

Knowledge of creating business plan based on read data collected in the field.

#### 2. Practice: Applied Knowledge and Understanding

SCQF Level 11

Students are expected to be able to demonstrate a range of cognitive and intellectual skills along with economic methods specific to the field of business modelling (usind the A. Osterwalder canvas) and business planning, in particular business planning the range of intellectual businesses. (calculations of costs, prices, prospective income and profit, rate of return, net present value of a project, payback period, etc.)

#### 3. Generic Cognitive skills

SCQF Level 11.

Practice and methods of effective communications and personnel management, including psychological features of communication with people in wartime. Ability to apply theoretical knowledge in real situations conducting business modelling and business planning, using variety of techniques. Ability to create, identify, and evaluate options; ability to implement and revise decisions.

Ability to analyze and solve problems that arise in the field of economics and management. Ethics and value management: recognizing ethical situations, applying principles of academic integrity while doing individual projects.

#### 4. Communication, ICT and Numeracy Skills

SCQF Level 11.

Personal effectiveness: self-awareness and self-management; time management; sensitivity to situations that arise when establishing communications; ability communicate effectively with various stakeholders in the process of business modelling and business planning. Ability to think critically and analyze, allowing students to effectively assess situations and make informed decisions in the context of economic problems. The ability to present their results, argue their thoughts and convince others of the correctness of their views.

#### 5. Autonomy, Accountability and Working with others

## SCQF Level 11

Effective use of communication and information technologies (ICT). Ability to conduct business modelling and business planning under supervision of a tutor and work independently in process of gathering information and processing it. Ability to collaborate with a tutor and other stakeholders. Two-way communication: listening, negotiating and persuading or influencing others; oral and written communication. Learning through reflection on practice and experience.

Competencies in accordance with the standard of higher education for the second master's level of specialty 073 "Management"

<https://mon.gov.ua/storage/app/media/vishcha-osvita/zatverdzeni%20standarty/2019/07/12/073-menedzhment-magistr.pdf>

### ***General Competencies***

- GC1. Ability to conduct research at the appropriate level;
- GC3. Skills in the use of information and communication technologies;
- GC 5. Ability to act on the basis of ethical considerations (motives);
- GC 6. Ability to generate new ideas (creativity);
- GC 7. Ability to abstract thinking, analysis and synthesis

### ***Special (professional, subject) competencies***

- SC 1. Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards;
- SC 3. Ability to self-development, lifelong learning and effective self-management;
- SC 7. Ability to develop projects, manage them, show initiative and entrepreneurship;
- SC9 Ability to apply scientific approach to the formation and implementation of effective projects in the social and economic sphere.

## **Why should you choose this discipline?**

If you dream of starting your own business, but fear the possibility of failure - this course is just for you! You will be able to start your own intellectual business. And how it differs from the usual one and how to organize it - you will find out and learn in this course.

And finally, you will create a business model and a real business plan of your own business taking into account the target audience, the location of the company, real competitors, demand analysis, product costing, price formation taking into account the chosen pricing strategy, profit calculation, discounting of forecast cash flows, determination indicators of project efficiency, risks, break-even point and market value of your business according to the income approach (to implement the latest management concept - Value Based Management) - and all this on your real data. Create the basis for your dream - and it will become a reality!

The teaching team and your colleagues will be ready to provide any assistance with some of the more difficult aspects of the course by e-mail, on the forum and in person - during office hours.

## **Organization of training**

This course, which is studied from February to June, gives students a deep understanding of the essence of creating and running an intellectual business and practical recommendations for its organizational and methodical support.

The number of ECTS credits is 4.5.

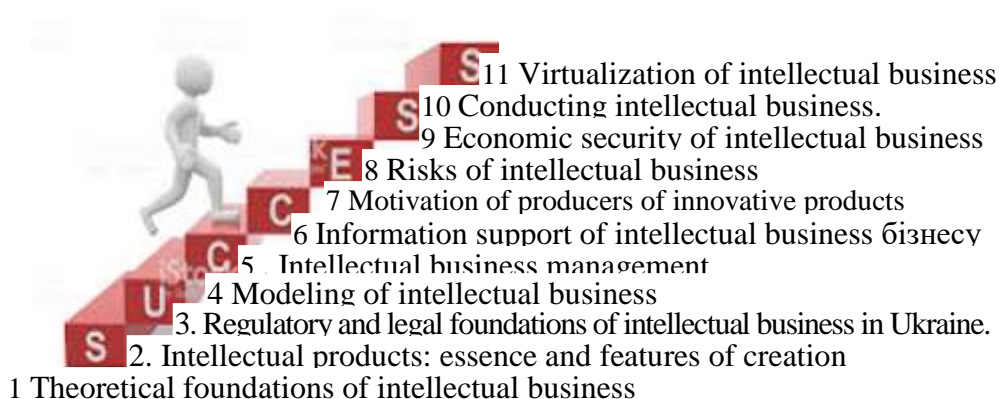
Lectures - 30 hours.

Practices - 15 hours.

Independent work - 86 hours.

The course consists of one lecture per week and one practical session once per week. It is accompanied by text material, presentations and individual tasks. Students will have the opportunity to apply the acquired knowledge and solve practical (group and individual) tasks in the field of intellectual business. In addition, the implementation and protection of an individual project - the creation of a business model and a business plan of one's own intellectual business - is envisaged.

## Topics



Practical classes of the course involve the performance of calculation and other tasks, surveys and discussions on topics, defense of essays (1 module). At the end of the course, there is a defense of an individual task (business plan of one's own intellectual business) with a presentation.

Completing the task is accompanied by immersion in related disciplines that complement the topics and forms the student's informational and communicative competence.

## Resources

Information about the course is available on the University website (<http://kart.edu.ua>), including the curriculum, lecture materials, presentations, tasks and course evaluation rules)

Additional material and links to electronic resources are available on the University's website in the "distance learning" section. The necessary preparation must be completed before the practical session begins. You should be ready for discussions and brainstorming - we want to know what you think!

Examples of questions for discussion:

- 1) Do radio taxi, production of frozen vegetables and fruits, landscape design firm, mini-bakery belong to intellectual business? Justify the answer;
- 2) How does an intelligent product differ from an ordinary one? Essence, properties, features of creation;
- 3) Should the concept of Value Based Management (VBM) be implemented in the practice of intellectual business management? Why?
- 4) How to create a business model of your own business based on O. Osterwalder's template?
- 5) Business - models based on multilateral platforms - innovations that revolutionize business;
- 6) What risks are specific to intellectual business? How to manage them?

7) Is it worth virtualizing an intellectual business firm? Essence, principles. Advantages and disadvantages of a virtual enterprise.

## Lectures and practical classes

The list of the main lectures of the course is given below. Watch for schedule changes.

### A. Plan of lectures, practical and laboratory classes

Week	Number	Lecture topic	Number of hours	Topic of practical, seminar classes
1	2	Lecture 1. Theoretical foundations of intellectual business		
2	2	Lecture 2. Intellectual products: essence and peculiarities of creation	2	PR-1. Theoretical foundations of intellectual business.
3	2	Lecture 3. Regulatory and legal foundations of intellectual business in Ukraine.		
4	2	Lecture 4. Modeling of intelligent business (part 1)	2	PR-2. Intellectual products: essence and features of creation.
5	2	Lecture 5. Modeling of intelligent business (part 2)		
6	2	Lecture 6. Intelligent business management (part 1)	2	PR-3. Regulatory and legal foundations of intellectual business in Ukraine.
7	2	Lecture 7. Intelligent business management (part 2)		
<b>Modular control of knowledge 1</b>				
8	2	Lecture 8. Information support of intellectual business.	2	PR-4. Information support of intellectual business.
9	2	Lecture 9. Motivation of manufacturers of intelligent products.		
10	2	Lecture 10. Risks of intellectual business (part 1).	2	PR-5. Motivation of manufacturers of intelligent products.
11	2	Lecture 11. Risks of intellectual business(part 2).		
12	2	Lecture 12. Economic security of intellectual business	2	PR-6. Risks of intellectual business. Economic security of intellectual business.
13	2	Lecture 13. Conducting intellectual business.		
14	2	Lecture 14. Virtualization of intellectual business	2	PR-7. Conducting intellectual business. Virtualization of intellectual business. Protection of individual business plans.
<b>Modular control of knowledge 2</b>				
<b>Exam</b>				



## Assessment rules

When filling out the credit and examination information and the credit book (individual study plan) of the student, the grade given on a 100-point scale must be transferred to the national scale (5, 4, 3,) and the ECTS scale (A, B, C, D, E)

The assessment methods used in this module will be as follows:  
written study papers with a weight of 80% 2. Group presentation weighing 20%

According to the Regulation on the implementation of the credit-module system for the organization of the educational process, a 100-point assessment scale is used in UkrSURT. The discipline during the semester is divided into 2 credit modules. Each of the credit modules is evaluated separately.

The principle of forming the grade for the credit module I and II on a 100-point scale is shown in the table, which shows the maximum number of points that a student can score for different types of academic load.

Maximum number of points for a credit module		
Ongoing control	Modular control (Testing)	Sum of points for a credit module
Up to 60	Up to 40	Up to 100

The score on a 100-point scale should be converted to the state scale (5, 4, 3,) and the ECTS scale (A, B, C, D, E)

Definition of the name on the state scale (score)	Definition of the name on the ECTS scale	On a 100-point scale	ECTS assessment	Note
"EXCELLENT" – 5 points	<b>Excellent</b> – Excellent performance with only few errors	90-100	A	
« GOOD » – 4 points	<b>Very good</b> – above average with a few bugs	82-89	B	It is possible to increase the grade to "A" during the final control
	<b>Good</b> – in general, correct work with a certain number of gross errors	75-81	C	
"SATISFACTORY" - 3 points	<b>Satisfactory</b> - not bad, but with a significant number of disadvantages	69-74	D	It is possible to increase the grade to "C" during the final control
	<b>Sufficient</b> – fulfillment satisfies the minimum criteria	60-68	E	
"UNSATISFACTORY" - 2 points	<b>Unsatisfactory</b> – you need to work before getting a test or exam (without re-studying the module)	35-59	FX	It is possible to increase the grade to "E" during the final control
	<b>Unsatisfactory</b> - serious further work is needed (re-study of the module)	<35	F	

**Control methods:** Oral questioning, current control (testing and evaluation of reports on individual tasks), modular control (tests), final testing, exam. When assessing learning outcomes, be guided by the Regulations on the control and evaluation of the quality of students' knowledge in UkrSURT (<http://kart.edu.ua/images/stories/akademiya/documentu-vnz/polojennya-12-2015.pdf>).

#### Tasks for independent work:

- Students are invited to choose the topic of the essay (1 semester), which they must defend publicly, preferably with a presentation;
- Students are invited to choose what kind of business they would like to do and create a business model and calculate a business plan for their own real business. The defense (with a PPT presentation) will take place at the last practical session of the course.

#### **Some options of intellectual business**

1. Advertising agency
2. Quest room
3. Company for the production of handmade chocolate with a cafeteria
4. Web design firm
5. Marketing agency
6. Company for the production of handmade candies (hand-made)
7. Recruiting agency
8. Audit firm
9. Private kindergarten (with English language teaching)
10. Foreign language courses
11. Tutoring services (choose subjects from which to provide services independently)
12. Landscape design firm
13. Business trainings (choose the subjects from which to provide services independently)
14. Children's club of early development
15. Online store of textiles for the home
16. Design firm (interior design)
17. Architectural firm (creation of cottage projects, etc.)
18. Tailoring of designer wedding dresses and accessories
19. Carrying out scientific research to order (an analogue of a scientific research institute, but a small company, choose the research directions yourself)
20. Franchise business (choose the type yourself)

#### Practical classes:

Students are assessed by the answers and the degree of involvement in the discussion (up to 5 points). The maximum amount is 5 points for each lesson, respectively, 15 points for the 1st module and 20 points for the 2nd module.

#### Independent work

Writing and defending an essay (in the 1st semester) is valued at 45 points (up to 30 points for a high-quality essay and up to 15 points for a defense); performance and defense of an individual creative task (in the 2nd semester) are assessed at 40 points (quality performance of business modeling and business planning, calculations without errors - up to 30 points, defense with a presentation - up to 10 points).

#### Unit testing:

Students are assessed based on the correct answers to the test module questions (20 questions in the test, each correct answer is valued at 2 points). The maximum number is 40 points per module.

#### Exam

● The student receives a final grade based on the results of the modular 1st and 2nd control by accumulating points. The maximum number of points that a student can get is 100 (up to 60 points of current control and up to 40 points of testing). The arithmetic mean of the sum of

the module grades is the final score. If a student received a grade of B or D and does not agree with it, he can retake the exam and upgrade it to an A or C, respectively. The list of exam questions is given in Appendix A.

### **Teaching team:**

Iryna Leonidivna Nazarenko ([http://kart.edu.ua/staff/nazarenko\\_il](http://kart.edu.ua/staff/nazarenko_il)) is a lecturer on innovative development, intellectual business and business trainings at UkrDUZT. She received the degree of Doctor of Economic Sciences. in the specialty 07.08.04 - "Economics of transport and communication" at UkrDUZT in 2001.

In 2004 - 2005, successfully carried out scientific research under the grant of the President of Ukraine on the topic "Complex methodology for determining the level of economic security, risk assessment and probability of bankruptcy of enterprises" under contract No. F8/302 - 2004 dated November 22, 2004, state registration number 0105U000900. Based on the results of the grant, letters were sent to the President of Ukraine and the Ministry of Economy of Ukraine.

In 2020, passed the Cambridge exam and received a certificate in Advanced English (CAE).

In 2021, at KhNU named after V.N. Karazina received a master's degree in philology with honors (specialty 035.041 Germanic languages and literatures (including translation), the first one is English), the subject of the qualification work is "Formation of foreign language competence of adult students in speaking and listening (on the topic of "Startups").

Areas of scientific activity: innovative development of the enterprise, innovative infrastructure of the region; intellectual capital of the enterprise; business planning, business modeling; economic security of the enterprise and railway transport; economic potential of the enterprise; assessment of personnel and innovation potential of the enterprise; application of the cost management concept at railway transport enterprises, etc.

### **Code of academic integrity**

Violation of the Code of Academic Integrity of the Ukrainian State University of Railway Transport is a serious violation, even if it is unintentional. The code is available at the following link: <https://kart.edu.ua/wp-content/uploads/2020/06/kodex.pdf>.

In particular, compliance with the Code of Academic Integrity of UkrDUZT means that all work on exams and tests must be done individually. During independent work, students can consult with teachers and other students, but must solve tasks independently, guided by their own knowledge, skills and abilities. References to all resources and sources (for example, in reports, independent papers or presentations) should be clearly identified and properly formatted. In the case of joint work with other students on individual tasks, you should indicate the degree of their involvement in the work.

### **Integration of students with disabilities**

Higher education is a leading factor in raising social status, achieving spiritual and material independence and socialization of youth with limited functional capabilities and reflects the state of development of democratic processes and humanization of society.

To integrate students with disabilities into the educational process of the Ukrainian State University of Railway Transport, a distance learning system was created based on modern pedagogical, information, and telecommunication technologies.

Access to distance learning materials from this course can be found at the following link: <http://do.kart.edu.ua/>

Appendix A  
QUESTIONS FOR THE EXAMINATION ON THE DISCIPLINE  
INTELLECTUAL BUSINESS

1. The essence and types of business virtualization
2. Virtualization and virtual economy
3. Directions of business virtualization
4. The essence, principles of organization and shortcomings of a virtual enterprise
5. An example of intellectual business virtualization (in Kharkiv)
6. Ways of organizing an intellectual business enterprise
7. Choice of legal form and strategy of intellectual business behavior
8. Selection of means of implementing an entrepreneurial idea for intellectual business
9. Pricing and choice of sales behavior of an intellectual business enterprise
10. Organization of the intellectual production process
11. Directions of intellectual business development in Ukraine
12. Ways of organizing an intellectual business enterprise
13. Choice of legal form and strategy of intellectual business behavior
14. Selection of means of implementing an entrepreneurial idea for intellectual business
15. Choice of price and sales behavior of an intellectual business enterprise
16. Organization of the intellectual production process
17. Main directions of intellectual business development
18. The essence of economic security of the enterprise
19. Functional components of economic security of the enterprise
20. The main threats to the economic security of the enterprise
21. Methodology for assessing the level of economic security of the enterprise
22. Ensuring the economic security of the enterprise: functions and structure of the EBP service
23. Definition of the concept of "economic risk": positive and negative consequences of risks in intellectual business
24. Specific risks of intellectual business
25. The main means of minimizing intellectual business risks
26. Basics of risk management in innovative activity
27. Risks in the field of intellectual property when creating startups
28. The main motivational factors of intellectual workers
29. Features of the motivation of intellectual workers
30. Motivation mechanism in intellectual business
31. Ways to improve the motivation of the innovative activity of the company's personnel
32. How to develop the characteristics necessary to create an intellectual business
33. Obtaining, using and creating information in intellectual business
34. Sources of information in business activities
35. Means of information support of intellectual business
36. The main threats to the information security of an intellectual business enterprise
37. Evolution of business management efficiency criteria
38. Modern concepts of enterprise management: Balanced Scorecard (BSC)
39. Modern concepts of enterprise management: Value Based Management (VBM)
40. The essence and tasks of the business model
41. Evolution of business models: main stages
42. Main types of business models
43. Classification of business models for intellectual business
44. How to develop a business model
45. Business model template according to O. Osterwalder

46. Business models based on multilateral platforms
47. The history of the development of intellectual property rights in the world
48. General principles of intellectual property law
49. Development of the legal framework for intellectual business
50. Fundamentals of Ukrainian legislation on intellectual property
51. Problems of intellectual property rights protection in Ukraine in recent years
52. Protection of intellectual property rights on the Internet: main problems
53. The essence of intellectual products and main characteristics
54. Properties of intellectual products
55. Classification of intellectual products
56. Features of the creation of intellectual products
57. New economy - "knowledge economy"
58. The essence and types of intellectual business (entrepreneurship)
59. Properties of intellectual entrepreneurship
60. Formation of intellectual entrepreneurship in Ukraine and main problems