



Syllabus Course Program



Intellectual Property

Specialty

172 – Electronic communications and radio engineering

Institute

Institute of Economics, Management and International Business

Educational program

Network technologies and telecommunications

Department

Economics of business and international economic relations (202)

Level of education

Master's level

Course type

Special (professional), Mandatory

Semester

1

Language of instruction

English

Lecturers and course developers



Lesia Marchuk

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PhD in Economic Sciences, senior lecturer of the Department of Business Economics and International Economic Relations of NTU "KhPI"

Author and co-author of more than 60 scientific and educational works.

Leading lecturer in the disciplines: "Economics", "Intellectual property", "Marketing", "Logistics"

[Learn more about the teacher on the department's website](#)

General information

Summary

The discipline reveals the essence of copyright and industrial property in intellectual business, in particular, regarding the system of legal protection of intellectual

property in Ukraine, legislation in the field of intellectual property, classification of objects of intellectual property rights, their criteria for legal protection and periods of validity of property rights, contractual methods of disposal property rights of intellectual property and protection of intellectual property rights.

Course objectives and goals

The goal of the discipline is the formation of a holistic system of knowledge and skills in students, in addition to making informed decisions regarding the management of intellectual business, organizations and the provision of various types of economic services.

Format of classes

Lectures, practical classes, calculation work, consultations, independent work.
Final control - exam.

General competencies

- GC1. Ability for abstract thinking, analysis, and synthesis.
- GC2. Ability to apply knowledge in practical situations.
- GC3. Knowledge and understanding of the subject area and professional activities.
- GC4. Ability to communicate effectively in the national language, both orally and in writing.
- GC5. Ability to communicate in a foreign language.

Professional competencies

- SC1. Ability to apply scientific facts, concepts, theories, principles, and methodologies of scientific research.
- SC8. Ability to solve complex professional tasks using the latest technologies for transmitting, receiving, and processing information.
- SC9. Ability to address current scientific problems in the field of electronic communications and radio engineering with the justified use of modern theoretical and experimental research methods.
- SC10. Ability to carry out scientific and pedagogical activities in institutions of higher education.

Program learning outcomes

- LO2. Take into account social, moral, and ethical norms; establish effective teamwork during scientific research and project implementation.
- LO5. Identify relevant scientific and applied problems, perform their theoretical analysis, propose and justify approaches and methods for solving them, conduct technical and economic substantiation, and formulate specific research goals.
- LO9. Protect intellectual property, develop relevant protective documents, analyze patent clearance, and ensure compliance of scientific research and development with Ukrainian legislation and international intellectual property standards.

LO14. Search for information in scientific and technical reference literature, patents, databases, and other sources; analyze and evaluate this information.

Student workload

Total number of hours: 90, of which 16 hours of lectures, 16 hours of practical classes, 58 hours of self-study (independent work).

Course prerequisites

To successfully complete the course, you must have knowledge and practical skills in the following disciplines: "Marketing", "Economics of the enterprise", "Information support of intellectual business", "Copyright and industrial property rights in intellectual business"

Features of the course, teaching and learning methods, and technologies

The course has a practical orientation. Lectures are conducted using multimedia tools (Microsoft Teams), presentations and supporting notes. In practical classes, typical tasks are solved, specific examples (cases) are analyzed, and the results of the calculations obtained in the tasks are discussed. The team work method is used. The calculation task is defended using presentation materials and multimedia tools. Study materials (lecture notes, case studies, presentations) are provided to applicants using a virtual learning environment.

Program of the course

Topics of the lectures

Topic 1. Concept of copyright. Forms of legal regulation of copyright.

- 1.1. Theories of the emergence of copyright.
- 1.2. System of international legal protection of copyright.
- 1.3. Peculiarities of the mechanism of legal regulation in the copyright law of Ukraine.

Topic 2. Subjects and objects of copyright.

- 2.1. Concept of copyright subjects.
- 2.2. Co-authorship: concepts and types.
- 2.3. Concepts, signs, types of copyright objects.

Topic 3. Emergence of copyright.

- 3.1. State registration of copyright.
- 3.2. Personal non-property rights of the author.
- 3.3. Property rights of the author.
- 3.4. Terms of validity of property copyrights.

Topic 4. Peculiarities of acquisition and exercise of copyright for individual objects.

- 4.1. Copyright of official work.
- 4.2. Copyright of an audiovisual work.
- 4.3. Copyright in computer programs.
- 4.4. Copyright on data compilations (databases).

4.5. Copyright for collections and other compiled works.

Topic 5. Management of property rights of subjects of copyright and related rights.

5.1. Ways of managing property rights of subjects of copyright and related rights.

5.2. Collective management of property rights.

5.3. Copyright and related rights management agreement.

Topic 6. Adjacent rights.

6.1. The emergence and exercise of related rights.

6.2. Concept and essence of related rights.

6.3. Objects and subjects of related rights.

Topic 7. Content and procedure for exercising related rights.

7.1. Rights of executors.

7.2. Rights of producers of phonograms and producers of videograms.

7.3. Rights of broadcasting organizations.

Topic 8. Protection of copyright and related rights.

8.1. General theoretical provisions for the protection of copyright and related rights.

8.2. General methods of protection of copyright and related rights.

Topics of the workshops (practical classes)

Practical lesson 1:

Concept of copyright. Forms of legal regulation of copyright. Theories of the emergence of copyright. Peculiarities of the mechanism of legal regulation in the copyright law of Ukraine.

Practical lesson 2:

Subjects and objects of copyright. Concepts, signs, types of copyright objects.

Practical lesson 3:

Emergence of copyright. State registration of copyright.

Practical lesson 4:

Peculiarities of acquisition and exercise of copyright for individual objects. Copyright in service work, audiovisual work, computer programs, data compilations, collections and other composite works.

Practical lesson 5:

Management of property rights of subjects of copyright and related rights. Ways of managing property rights of subjects of copyright and related rights.

Practical lesson 6:

Adjacent rights. Concept and essence of related rights. Analytical tasks.

Practical lesson 7:

Content and procedure for exercising related rights. Rights of performers, producers of phonograms and videograms.

Practical lesson 8:

Protection of copyright and related rights. General methods of protection of copyright and related rights. Practical tasks.

Topics of the laboratory classes

Conducting laboratory work is not provided for in the curriculum.

Self-study

The course involves the implementation of an individual calculation task on the topic: "Analysis of the intellectual activity of an industrial enterprise". The main task of the course is the systematization of information related to certain aspects of intellectual property. At the same time, the main stages of classical marketing are taken as a basis, filled with new content that takes into account the specifics of intellectual property objects - a new type of goods and services. This will allow the future specialist to approach the solution of practical problems from a single point of view. As a result of studying this discipline, the student should know the basics of intellectual property marketing, ensuring the competitiveness of technologies and innovative products, marketing research methods. He must be able to: collect and analyze marketing information, research the target markets of innovative and intelligent products, conduct an economic evaluation of innovative solutions, forecast the development of new technologies.

Course materials and recommended reading

1. Beltyukova E.M. Legal regulation of the succession of property rights of intellectual property according to the civil legislation of Ukraine: diss. Ph.D. law of science Odesa, 2019. 200 p.
2. Intellectual property law: Acad. course: Undergraduate for students of higher educational institutions / O. P. Orlyuk, G. O. Androschuk, O. B. Butnik-Siverskyi, etc.; Under the editorship O. P. Orlyuk, O. D. Sviatotskyi. — K.: In Yure Publishing House, 2007. — 696 p.
3. The right of intellectual property on the Internet: [scientific-practical. manual] / S.A. Petrenko, V.M. Trotsky - K.: Research Institute of Intellectual Property of the National Academy of Sciences of the Russian Academy of Sciences, "NVP "Interservice", 2013. - 288 p.
4. Pererva P.G. Technology transfer [Text] / P. G. Pererva, G. Kocziszky, D. Szakaly, M. Somosi. — Veres- Kharkiv-Miskolc: NTU «KhPI», 2016. — 668 p.
5. Marketing. Management. Innovations: monograph / S.M. Ilyashenko, P.G. Pererva, O.P. Kosenko and others. / edited by Doctor of Economics, Professor S.M. Ilyashenko - Sumy: LLC "Papyrus Printing House", 2010. - 621 p.
6. Androschuk G.O. Legal protection of software (computer programs and databases): monograph / G. O. Androschuk, S. A. Petrenko. — K. : Scientific Research Institute of the National Academy of Sciences of the National Academy of Sciences. — 2013. — 300 p.
7. Zharov V.O. Protection of intellectual property rights. - K.: Inst. intel own and rights, 2004. - 64 p.
- . Bondarenko S.V. Copyright and related rights. - K.: Inst. intel own and rights, 2004. - 260 p.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

Control works - 30 scores;
Laboratory works - 20 scores;
Individual tasks - 20 scores;
Exam - 30 scores.

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website:

<http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by Date, signature

Head of the
department
Petro PERERVA

Date, signature

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