

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY
OF ECONOMICS**

Syllabus
of the academic discipline
"KNOWLEDGE ECONOMY"
for full-time students of training direction
6.030601 "Management"

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A thematic plan of the academic discipline, its content according to modules and themes, plans of lectures and practical lessons, questions for consolidation of knowledge and a system of students' knowledge evaluation are presented.

Recommended for full-time students of training direction 6.030601 "Management".

Подано тематичний план навчальної дисципліни, її зміст за модулями й темами, плани лекцій та практичних занять, питання для закріплення знань та систему оцінювання знань студентів.

Рекомендовано для студентів напряму підготовки 6.030601 "Менеджмент" денної форми навчання.

Introduction

For the last two hundred years, neo-classical economics has recognised only two factors of production: labour and capital. Knowledge, productivity, education, and intellectual capital have all been regarded as exogenous factors that is, those falling outside the system. The New Growth Theory is based on the work by Stanford economist Paul Romer and others who have attempted to deal with the causes of long-term growth, something that traditional economic models have had difficulty with. Following the work of such economists as Joseph Schumpeter, Robert Solow and others, Romer has proposed a change to the neo-classical model by seeing technology (and the knowledge on which it is based) as an intrinsic part of the economic system. Knowledge has become the third factor of production in leading economies.

Technology and knowledge are now the key factors of production.

A knowledge-driven economy is one in which the generation and exploitation of knowledge play a predominant part in the creation of wealth. In the industrial era, wealth was created by using machines to replace human labour. Many people associate the knowledge economy with high-technology industries such as telecommunications and financial services.

The Knowledge Economy is emerging from two defining forces: the rise in knowledge intensity of economic activities, and the increasing globalization of economic affairs.

The rise in knowledge intensity is being driven by the combined forces of the information technology revolution and the increasing pace of technological change. Globalisation is being driven by national and international deregulation, and by the IT related communications revolution. However, it is important to note that the term "Knowledge Economy" refers to the overall economic structure that is emerging, not to any one, or combination of these phenomena.

In this connection development and introduction of the academic discipline "Knowledge Economy" in the curriculum of bachelors of training direction 6.030601 "Management" is actual.

1. Description of the academic discipline

Index name	Subject area, training direction, academic qualification	Academic discipline characteristics
Number of credits: 4	Subject area: 0306 "Management and administration"	Selective
Informative modules: 2	Training direction: 6.030601 "Management"	Year of study: 2 Semester: 4
Total number of hours: 144		Lectures: 34 hours
Number of hours per week: class work: 4; self-study work: 4,5	Academic qualification: Bachelor	Practice: 34 hours (including seminars: 22 hours)
		Self-study: 76 hours
		Type of control: test

The structure of the academic discipline "Knowledge Economy" is as follows: class work: 47 % (68 hours) and self-study work: 53 % (76 hours).

2. The purpose and tasks of the academic discipline

The purpose of studying the academic discipline "Knowledge Economy" is to form the necessary theoretical knowledge and practical skills in providing competitiveness and development of enterprises under the conditions of modern world development – economy of knowledge.

The basic tasks of studying the academic discipline "Knowledge Economy" are accumulation of knowledge of the features of activity and development of enterprises under the conditions of knowledge economy and acquisition of skills in providing competitiveness of enterprises in modern economy.

The object of studying the academic discipline is knowledge economy as a new area of economic science and practical activity of enterprises.

The subject is the essence of knowledge economy and methods of knowledge management.

The academic discipline is studied after students' having learned the economic and legal base and such academic disciplines as "Philosophy", "Economic Theory", "Economy of Enterprises", "Fundamentals of Management".

The accumulated knowledge of the given academic discipline will allow mastering such academic disciplines as "Strategic Management", "Innovative Management", "Personnel Management", as well as writing term, final and diploma papers.

After studying the academic discipline "Knowledge Economy" students should

know:

the essence of knowledge economy;

the essence of knowledge and their functions in the knowledge economy;

the types of knowledge;

the sources of knowledge of an enterprise;

the concept and essence of knowledge management;

the elements of knowledge management system of an enterprise and their functions;

the technologies of knowledge management;

the constituents of success of knowledge management;

the essence and structure of intellectual capital of an enterprise;

the procedure of evaluation of intellectual capital;

the objects, subjects and rights of intellectual property of an enterprise;

the procedure of estimation of intellectual property;

the structure of indicators of knowledge economy;

the role of the government in development of knowledge economy;

the problems of development of knowledge economy in Ukraine;

be able:

to transform data and information into knowledge;

to create, distribute and effectively use knowledge of an enterprise;

to form the knowledge management system of an enterprise;

to manage corporate knowledge;

to evaluate intellectual capital of an enterprise and ground ways of its development;

to analyse intellectual potential of enterprises;

to estimate intellectual property of enterprises (organizations);

to realize SWOT-analysis of knowledge economy.

In the process of teaching the academic discipline basic attention is paid to students' getting professional competences presented in Table 2.1.

Table 2.1

Professional competences which students get having mastered the academic discipline "Knowledge Economy"

Competence code	Competence name	Competence constituents
KE1	The ability to authenticate, find, accumulate, distribute and use knowledge	The ability to find and use sources of knowledge
		The ability to provide active co-operation of economic subjects on the accumulation and use of knowledge with the purpose of raising competitiveness
		The ability to provide co-operation of enterprise's departments on the accumulation and use of knowledge as their competitive advantages
KE2	The ability to form and provide effective functioning of the knowledge management system of an enterprise	The ability to determine constituents of the knowledge management system of an enterprise and their functions
		The ability to ground the most expedient technologies of knowledge management of an enterprise
		The ability to ground directions and realize transformations at an enterprise under the conditions of increase of knowledge importance
		The ability to evaluate intellectual capital of an enterprise and ground directions of its development
		The ability to strengthen advantages and remove lacks of development of knowledge economy in the country

The structure of constituents of professional competences and their formation in the process of learning the academic discipline "Knowledge Economy" in accordance with the National Qualifications Framework are presented in Appendix A.

3. The syllabus of the academic discipline

Module 1.

Theoretical bases of knowledge economy

Theme 1. The concept and classification of knowledge

1.1. *The essence of knowledge and its functions in the knowledge economy.*

Data, knowledge and information. Transformation of data and information into knowledge.

1.2. *Classification of knowledge.*

Key dimensions of classification: complexity, life span, dynamics, focus. Categories of knowledge. Tacit knowledge. Explicit knowledge. Types of knowledge. Externalized knowledge. Multilocational knowledge. Migratory knowledge. Components of knowledge.

1.3. *Sources of knowledge.*

Employee knowledge, skills, and competencies. Experiential knowledge (both at an individual and group level). Team-based collaborative skills. Informal shared knowledge. Values. Norms. Beliefs. Task-based knowledge. Knowledge embedded in physical systems. Human capital. Knowledge embedded in internal structures. Knowledge embedded in external structures. Customer capital. Experiences of an employee. Customer relationships.

1.4. *Knowledge as an object of management.*

Theme 2. Knowledge economy and its features

2.1. *The essence of knowledge economy.*

Features of knowledge economy.

2.2. *Driving forces of knowledge economy development.*

Globalization. Information/knowledge intensity. Networking and connectivity.

2.3. *Policy implications.*

Implications for business.

2.4. *Structure elements and indicators of knowledge economy.*

The role of the Government in the development of knowledge economy. Main challenges facing policy-makers and business leaders.

Theme 3. Microeconomics of knowledge

3.1. *Change of the nature of a firm in the new economy.*

Features of knowledge in the system of an enterprise. Transformation of knowledge into success of an enterprise.

3.2. *Knowledge as a source of competitiveness of an enterprise.*

Competence of organization.

Organization forms of knowledge management.

Module 2.

Practice of knowledge management of an enterprise

Theme 4. Knowledge management of an enterprise

4.1. The category "knowledge management".

The features of knowledge management.

The stages of knowledge management.

The value proposition of knowledge management.

4.2. Drivers of knowledge management.

Knowledge-centric drivers. Technology drivers. Organizational structure-based drivers. Personnel drivers. Process focused drivers. Economic drivers.

4.3. Knowledge management system and its structure elements.

Theme 5. Models and technologies of knowledge management of an enterprise

5.1. The model of dynamic transformation of knowledge.

Methods of knowledge transformation. Socialization. Externalization. Combination. Internalization.

5.2. Process models of knowledge management.

Constituents of knowledge management. Authentication. Receipt. Development. Distributing. Use. Storage.

5.3. Motivation of knowledge creation.

Conception of talent management.

Learning and self-development. Intellectual organization. Infrastructure of knowledge creation.

Theme 6. Reengineering of business processes on the base of cognitive technologies

6.1. The concept of reengineering of business processes.

Methods and principles of reengineering.

Cognitive reengineering as an instrument of enterprise management. Importance of changes. Cognitive constituent of changes. The stages of the process of management of changes.

6.2. Cognitive technologies in the practice of management.

Intellectual analysis of data and information.

Theme 7. Intellectual capital of an enterprise

7.1. The essence and structure of intellectual capital.

Organization capital. Human capital. Marketing capital. Evaluation of intellectual capital.

7.2. Intellectual potential of a worker.

Intellectual potential of an enterprise.

7.3. The essence and structure of intellectual property.

Subjects and objects of intellectual property of an enterprise.

7.4. Commercialization of intellectual property.

Estimation of objects of industrial property.

Theme 8. Development of knowledge economy in Ukraine and other countries

8.1. General descriptions of knowledge economy of the developed countries.

Knowledge economy in Great Britain. Evolution of sectors of knowledge in the United States of America. Development of knowledge economy in Western Europe.

8.2. Weakness of the internal bases of knowledge economy in developing countries.

Knowledge economy in India. Formation of conditions for development of knowledge economy in China.

8.3. Problems of development of knowledge economy in Ukraine.

Forming institutes of knowledge economy. Innovative and investment activity and scientific potential. Innovative strategy: directions, tasks and prospects for the economy of Ukraine. Development of the informative and humanitarian sector. Forming innovative infrastructure. Increase of competitiveness.

4. The structure of the academic discipline

Before studying the academic discipline "Knowledge Economy" students should consider the application of the discipline, forms of the educational process, the themes of lectures, practical studies, independent work, the scope and structure of the training modules, types of control and methods of evaluation of the formed competences.

The educational process is carried out in such forms: lectures and practical studies, independent work and current control.

The academic discipline "Knowledge Economy" consists of two training modules (Table 4.1).

Table 4.1

The structure of the test credit of the academic discipline

Themes	Number of hours			
	total	lectures	practical and seminar studies	self-study work
Module 1. Theoretical bases of knowledge economy				
<i>Theme 1.</i> The concept and classification of knowledge	24	6	6	12
<i>Theme 2.</i> Knowledge economy and its features	17	4	4	9
<i>Theme 3.</i> Microeconomics of knowledge	19	4	4	11
Module 2. Practice of knowledge management of an enterprise				
<i>Theme 4.</i> Knowledge management of an enterprise	16	4	4	8
<i>Theme 5.</i> Models and technologies of knowledge management of an enterprise	16	4	4	8
<i>Theme 6.</i> Reengineering of business processes on the basis of cognitive technologies	17	4	4	9
<i>Theme 7.</i> Intellectual capital of an enterprise	16	4	4	8
<i>Theme 8.</i> Development of knowledge economy in Ukraine and other countries	19	4	4	11
Total	144	34	34	76

5. Themes and plans of seminars

A **seminar** is a form of academic classes where a lecturer organizes a discussion of the themes selected beforehand for which students prepare theses or reports. At every seminar the lecturer assesses students' reports on the outlined questions (Table 5.1), their speaking to the audience, participation in discussions, ability to formulate and defend their own position. Final marks for every seminar are entered in a proper register. The got marks are taken into account in the process of accumulation of final marks on the academic discipline "Knowledge Economy".

Table 5.1

**Plans of seminars
on the academic discipline "Knowledge Economy"**

Theme	Number of hours	Literature
1	2	3
Module 1. Theoretical bases of knowledge economy		
<i>Theme 1. The concept and classification of knowledge:</i> 1. Classification of knowledge by different criteria. 2. Sources of knowledge	4	Main: [5; 6]. Additional: [8; 13; 17; 24; 25]
<i>Theme 2. Knowledge economy and its features:</i> 1. The essence of knowledge economy as a new direction of world development. 2. Advantages of knowledge economy	4	Main: [5 – 7]. Additional: [8; 10; 13 – 15; 17; 22 – 25]
<i>Theme 3. Microeconomics of knowledge:</i> 1. The features of the process of creation and use of knowledge at modern enterprises. 2. Importance of knowledge in raising competitiveness of economic subjects	2	Main: [1; 2; 4; 6]. Additional: [8; 11; 13; 17; 18; 24; 25]
Module 2. Practice of knowledge management of an enterprise		
<i>Theme 4. Knowledge management of an enterprise:</i> 1. Forming a knowledge management system at modern enterprises. 2. Strategies of effective forming and using of enterprise knowledge	2	Main: [1; 2; 4; 6]. Additional: [8; 11; 13; 17; 19; 24; 25]
<i>Theme 5. Models and technologies of knowledge management of an enterprise:</i> 1. Advantages and disadvantages of different models of knowledge management of an enterprise. 2. Advantages and disadvantages of modern technologies of knowledge management of an enterprise	2	Main: [1; 2; 4; 6]. Additional: [8; 11; 13; 17; 24; 25]
<i>Theme 6. Reengineering of business processes on the base of cognitive technologies</i> 1. Importance of reengineering of business processes of an enterprise under modern conditions 2. The essence and peculiarities of cognitive technologies of changes 3. Reengineering of business processes under conditions of the growing role of knowledge in raising competitiveness	4	Main: [1; 2; 6]. Additional: [8; 11; 13; 17; 24; 25]

Table 5.1 (the end)

1	2	3
<p><i>Theme 7. Intellectual capital of an enterprise:</i></p> <p>1. Differences of intellectual potential and intellectual capital of an enterprise</p> <p>2. Methods of evaluation of intellectual capital of an enterprise</p> <p>3. Commercialization of intellectual property</p>	2	<p>Main: [5; 6].</p> <p>Additional: [8; 9; 13; 16; 17; 24; 25]</p>
<p><i>Theme 8. Development of Knowledge Economy in Ukraine and other countries:</i></p> <p>1. Features of becoming and development of knowledge economy in different countries of the world</p> <p>2. Prospects of becoming of knowledge economy in Ukraine</p>	2	<p>Main: [3; 6; 7].</p> <p>Additional: [8; 10; 13; 14; 17; 20; 22 – 25]</p>
Total number of hours	22	

6. Themes of practical studies

Practical studies are a form of academic classes where a lecturer organizes a detailed consideration of separate theoretical principles of an academic discipline and forms skills and habits of their practical application through individual implementation of the formulated tasks by a student. Such classes are based on the methodical material prepared beforehand. It includes previous control of knowledge, skills and habits of students, raising a general issue by the lecturer and discussing it with participation of students, solving and discussing tasks, solving control tasks, control, evaluation (Table 6.1).

Table 6.1

**A list of themes of practical classes
on the academic discipline "Knowledge Economy"**

Theme and practical task	Number of hours	Literature
Module 1. Theoretical bases of knowledge economy		
<i>Theme 1.</i> The concept and classification of knowledge. <i>Practical task 1.</i> Identification of data, information and knowledge	2	Main: [5; 6]. Additional: [8; 13; 17; 24; 25]
<i>Theme 3.</i> Microeconomics of knowledge. <i>Practical task 1.</i> Forming of a map of enterprise's knowledge	2	Main: [1; 2; 4; 6]. Additional: [8; 11; 13; 17; 18; 24; 25]
Module 2. Practice of knowledge management of an enterprise		
<i>Theme 4.</i> Knowledge management of an enterprise. <i>Practical task 1.</i> Estimation of knowledge of an enterprise. <i>Task 2.</i> Grounding the directions of knowledge development according to the results of its estimation	2	Main: [1; 2; 4; 6]. Additional: [8; 11; 13; 17; 19; 24; 25]
<i>Theme 5.</i> Models and technologies of knowledge management of an enterprise. <i>Practical task 1.</i> Evaluation of the intellect of an employee on the basis of income that he/she generates for an enterprise	2	Main: [1; 2; 4; 6]. Additional: [8; 11; 13; 17; 24; 25]
<i>Theme 7.</i> Intellectual capital of an enterprise. <i>Practical task 1.</i> Evaluation of the intellectual potential and intellectual capital of an enterprise. <i>Practical task 2.</i> Estimation of intellectual property of an enterprise	2	Main: [5; 6]. Additional: [8; 9; 13; 16; 17; 24; 25]
<i>Theme 8.</i> Development of knowledge economy in Ukraine and other countries. <i>Task 1.</i> Forming a matrix of strategic balance of strengths and weaknesses of knowledge economy development in Ukraine	2	Main: [3; 6; 7]. Additional: [8; 10; 13; 14; 17; 20; 22 – 25]
Total number of hours	12	

6.1. Examples of typical practical tasks by themes

Theme 1. The concept and classification of knowledge

It is necessary to evaluate the intellect of an employee by two methods:

1. Determination of the economic efficiency of a creative employee working at an enterprise.

2. Evaluation of the intellect of an employee in the case of his/her passing to another enterprise (transfer of an employee).

Financial year	General net profit of the enterprise, UAH	Assets value of the enterprise, UAH	Intangible assets value of the enterprise, UAH	Average rate of return on tangible assets	Salary, UAH	Additional investments in the employee, UAH
1	71579.00	477869.00	37512.00	0.10	5968.00	1492.00
2	78616.00	497257.00	45165.00	0.09	4641.00	1989.00
3	86540.00	513470.00	52711.00	0.07	5649.00	1413.00
4	88920.00	640144.00	61362.00	0.05	4476.00	497.00
5	79720.00	665152.00	79065.00	0.06	4964.00	0.00

Theme 7. Intellectual capital of an enterprise

Practical task 1. Estimate the rights to an invention under such conditions. A company has a patent on an invention. The company has experience in the sale of licenses on the right of production. The size of the rate of royalty is already set. The economic term of validity of the patent is estimated in 10 years. The given data:

calculated sales in the 1st year are \$ 5 000; in the 2nd year they make \$ 7 500; in the 3rd they amount to \$ 10 000; from the 4th to the 10th year they are \$ 5 000 annually;

the rate of royalty in the 1st year is 7 %; in the 2nd year it is 6 %; in the 3rd year it is 5 %; from the 4th to the 10th year it amounts to 7 %;

the rate of discount is 19 %.

Practical task 2. Estimate the rights to the trade mark under the following conditions. A firm produced and sold products for 100 UAH per unit. After some time the firm purchased the right on the trade mark for these products and conducted a large-scale advertising of this brand. After that the price of a unit of products of the same quality grew to 120 UAH. The given data:

the number of the sold units of products in the 1st year is 100 thousand; in the 2nd year it is 150 thousand; in the 3rd year it makes 200 thousand; in the 4th year it is 100 thousand;

the rate of discount is 18 %;

the profits tax is 21 %.

Practical task 3. Estimate the rights to the work of literature under the following conditions:

the period of validity of the agreement on the transfer of the author's rights to the manuscript to the publisher is 2 years;

the edition of the first year is 2 000 copies, in the second year it is 3 000 copies;

the cost of one copy is 150 UAH;

the rate of royalty is 15 %.

7. Self-study work of students

For successful learning of the academic discipline "Knowledge Economy" it is necessary to conduct self-study work (SSW) of students in the form of preparation for practical studies, seminars, performance of individual tasks.

Table 7.1 lists the questions for self-study work.

Table 7.1

Tasks for self-study work on the academic discipline "Knowledge Economy" and forms of its control

Themes and tasks	Number of hours	Forms of control	Literature
1	2	3	5
Module 1. Theoretical bases of knowledge economy			
<i>Theme 1.</i> The concept and classification of knowledge. Study of the lecture material, preparation for a seminar and practical studies, review of the literature on the topic, preparation of an essay	12	Questioning, test	Main: [5; 6]. Additional: [8; 13; 17; 24; 25]

Table 7.1 (continuation)

1	2	3	4
<p><i>Theme 2. Knowledge economy and its features.</i></p> <p>Study of the lecture material, preparation for a seminar and practical studies, review of the literature on the topic, preparation of an essay</p>	9	Questioning, test	Main: [5; 6; 7]. Additional: [8; 10; 13 – 15; 17; 22 – 25]
<p><i>Theme 3. Microeconomics of knowledge.</i></p> <p>Study of the lecture material, preparation for a seminar and practical studies, review of the literature on the topic, preparation of an essay</p>	11	Questioning, test	Main: [1; 2; 4; 6]. Additional: [8; 11; 13; 17; 18; 24; 25]
Module 2. Practice of knowledge management of an enterprise			
<p><i>Theme 4. Knowledge management of an enterprise.</i></p> <p>Study of the lecture material, preparation for a seminar and practical studies, review of the literature on the topic, preparation of an essay</p>	8	Questioning, test	Main: [1; 2; 4; 6]. Additional: [8; 11; 13; 17; 19; 24; 25]
<p><i>Theme 5. Models and technologies of knowledge management of an enterprise.</i></p> <p>Study of the lecture material, preparation for a seminar and practical studies, review of the literature on the topic, preparation of an essay</p>	8	Questioning, test	Main: [1; 2; 4; 6]. Additional: [8; 11; 13; 17; 24; 25]
<p><i>Theme 6. Reengineering of business processes on the base of cognitive technologies.</i></p> <p>Study of the lecture material, preparation for a seminar and practical studies, review of the literature on the topic, preparation of an essay</p>	9	Questioning, test	Main: [1; 2; 6]. Additional: [8; 11; 13; 17; 24; 25]
<p><i>Theme 7. Intellectual capital of an enterprise.</i></p> <p>Study of the lecture material, preparation for a seminar and practical studies, review of the literature on the topic, preparation of an essay</p>	8	Questioning, test	Main: [5; 6]. Additional: [8; 9; 13; 16; 17; 24; 25]

Table 7.1 (the end)

1	2	3	4
<i>Theme 8. Development of knowledge economy in Ukraine and other countries. Study of the lecture material, preparation for a seminar and practical studies, review of the literature on the topic, preparation of an essay</i>	11	Questioning, test, presentation of the essay	Main: [3; 6; 7]. Additional: [8; 10; 13; 14; 17; 20; 22 – 25]
Total number of hours	76		

7.1. Control questions for self-diagnostics

1. Describe postindustrial society.
2. What is informative society?
3. What are intangible assets? Give examples.
4. What are data, information and knowledge?
5. How can data be transformed into information and information into knowledge?
6. Describe the role of knowledge in modern society.
7. Describe the features of becoming of the economy based on knowledge.
8. What are the sources of knowledge?
9. Present classification of knowledge.
10. What is explicit knowledge? Give examples.
11. What is implicit knowledge? Give examples.
12. What is knowledge economy?
13. Describe the features of knowledge economy.
14. Present the driving forces of the knowledge economy development.
15. Describe the structure elements and indicators of knowledge economy.
16. Describe the role of the government in the development of knowledge economy.
17. What is knowledge management?
18. Present the structure of the knowledge management system of an enterprise.
19. Describe the sources of knowledge in the internal and external environment of an enterprise.
20. Present the drivers of knowledge management.

21. How can knowledge be transformed into success of an enterprise?
 22. Describe the model of dynamic transformation of knowledge.
 23. What are the methods of knowledge transformation? Describe them.
 24. What is reengineering of business processes?
 25. What are the methods and principles of reengineering?
 26. What is cognitive reengineering as an instrument of enterprise management?
 27. Why is it important to change business processes of an enterprise in modern economy?
 28. Describe the cognitive constituents of changes.
 29. Present the stages of the process of management of changes.
 30. Describe the cognitive technologies in the practice of management.
- What is intellectual analysis of data and information?
31. What is intellectual organization?
 32. What is intellectual potential of an enterprise?
 33. What is intellectual capital of an enterprise? What is its structure?
 34. Present the constituents of organizational, human and customer capital of an enterprise.
 35. How is intellectual capital of an enterprise estimated?
 36. Describe the objects of intellectual property of an enterprise.
 37. Describe the peculiarities of the process of estimation of objects of intellectual property.
 38. What is commercialization of intellectual property?
 39. Describe the methods of motivation of personnel for creation of knowledge at an enterprise.
 40. What are the personal and organizational barriers of creation?
 41. Present the principles of forming a creative team.
 42. Analyse the modern forms and structures of knowledge management.
 43. What is intellect?
 44. How can the intellect of an employee be evaluated?
 45. Disclose the essence of the intellectual potential of a worker.
 46. Disclose the essence of the intellectual potential of an enterprise.
 47. What is the general description of knowledge economy of developed countries?
 48. Describe the problems of development of knowledge economy in Ukraine.
 49. What is innovative strategy?
 50. Describe the constituents of the innovative infrastructure in knowledge economy.

8. Individual and consulting work

Individual consulting work takes the following forms: individual lessons, consultations, reviewing individual tasks, grading the tasks subject to the current control.

Organization of individual and consulting work has the following forms:
 evaluation of the mastering of the theoretical material by consulting individual students and a group (considering typical situations), test tasks;
 assessment of the assimilation of the practical material at an individual and group tutorial;
 integrated assessment of mastering the syllabus material held in the form of personal consultations and practical personal training and doing experimental tasks.

9. Methods of teaching

For intensification of the educational process it is necessary to use modern educational technologies like problem lectures, mini-lectures, work in small groups, presentations, seminars-discussions (Table 9.1).

The basic difference of active and interactive methods of studies from traditional ones is determined not only by the educational method and technique but also by high efficiency of the educational process which appears in high motivation of students, consolidation of the theoretical knowledge in practice, formation of the ability to make independent and collective decisions, development of skills in social integration.

Table 9.1

Forms and methods of intensification of the process of studies after the themes of the academic discipline

Theme	Practical application of educational technologies
1	2
Module 1. Theoretical bases of knowledge economy	
<i>Theme 1.</i> The concept and classification of knowledge	A problem lecture on the theme: "Knowledge economy as a modern stage of development of the global world"
<i>Theme 2.</i> Knowledge economy and its features	
<i>Theme 3.</i> Microeconomics of knowledge	

Table 9.1 (the end)

1	2
Module 2. Practice of knowledge management of an enterprise	
<i>Theme 4.</i> Knowledge management of an enterprise	A mini-lecture on the theme: "Knowledge management as a function of activity of an organization"
<i>Theme 5.</i> Models and technologies of knowledge management of an enterprise	
<i>Theme 6.</i> Reengineering of business processes on the basis of cognitive technologies	Work in small groups on the analysis of the intellectual potential; presentation of work in small groups
<i>Theme 7.</i> Intellectual capital of an enterprise	A problem lecture on the theme: "Intellectual property in the age of the Internet"
<i>Theme 8.</i> Development of knowledge economy in Ukraine and other countries	A seminar-discussion on the theme: "Features of becoming of knowledge economy in developed and developing countries" A seminar-discussion on the theme: "Problems of transition of Ukraine to the economy of knowledge"

Problem lectures are directed on the development of logical thought of students. The list of questions on the theme of a lecture is limited to two or three key issues; students' attention is focused on the material which has not been presented in the literature. The lecturer sets questions which induce students to search solutions to a problem situation.

Mini-lectures imply expounding the educational material in a short period of time. Lectures delivered in such a way stimulate students' activity and attention, provide for better perception of the material and reproduction of the information got from the teacher.

Seminars-discussions provide an exchange of opinions and looks of participants concerning the discussed problem and its separate aspects. Such seminars develop independence of thought of students and ability to analyse information, form a certain world view, formulate ideas, express them and argue during a subsequent discussion, as well as assess ideas and suggestions of each other.

Work in small groups creates possibilities for every student's participating in work after the theme under study, provides formation of personality qualities and experience of social intercourse. After setting a problem students are united in groups of 5 – 6 persons to present their vision and perception of the material at the end of the study.

Presentations are appearances in front of the audience to demonstrate certain achievements, results of the group work, to report on the performances of some task. One of the positive peculiarities and advantages of presentations used in the educational process is exchange of experience got by students during their work in small groups.

10. Methods of control

The system of evaluation of competences formed by students takes into account the types of studies which include lectures, seminars, practical studies and implementation of independent work according to the syllabus of the academic discipline. Evaluation of competences formed by students is carried out on a 100-point system.

Control measures include:

current control which is carried out during a semester at lectures, practices, seminars and evaluated as a sum of the gained points (the maximum sum is 100 points; the minimum sum, that allows a student to be examined is 60 points);

module control which is conducted taking into account current control for the proper content module; the purpose of this form of control is integrated assessment of the academic performance of a student after the study of the material of a logically completed part of the academic discipline;

total/semester control which is conducted in the form of module control in accordance with the schedule of the educational process.

Current control on this academic discipline is conducted in such forms:

active work at the lectures;

active participation in the execution of practical tasks;

active participation in a discussion and presentation of material at seminars;

defence of individual tasks;

writing an essay on the set theme;

current testing;

conducting current and module tests;

express questioning.

Module control on this academic discipline is conducted in the form of a colloquium. **A colloquium** is a form of control and evaluation of knowledge of students in the system of higher education. A colloquium is conducted as an intermediate mini-exam on the initiative of a lecturer.

Final/semester control is conducted in the form of semester module control.

Evaluation of students' knowledge during seminars and practical studies and execution of individual tasks is conducted on a 100-point scale by such criteria:

understanding, the degree of mastering the theory and methodology of problems which are considered;

the degree of mastering the actual material of the academic discipline;

the ability to combine theory with practice when considering real economic situations, doing tasks, conducting calculations in the process of implementation of individual tasks;

logic, structure, style of expounding material in written works and appearances in front of the audience, the ability to ground the position, carry out generalization of information and draw conclusions.

The general criteria for evaluation of self-study work of students are: profound and thorough knowledge, the level of thought, the ability to systematize knowledge after separate themes, the ability to draw grounded conclusions, the ability to find necessary information.

The criteria for evaluation of an essay are:

the ability to conduct critical and independent assessment of certain problem questions;

the ability to explain alternative looks and have their own point of view on a problem;

application of analytical approaches;

quality and clearness of reasoning;

logic and validity of conclusions on a concrete problem;

independent implementation of work;

literary presentation of material.

The final assessment on the academic discipline accounts marks got during a semester. The total result for a semester makes: "60 and more points: passed", "59 and less points: failed".

An example of tasks for a colloquium

Theoretical tasks:

1. What is "knowledge management"? Why is it important? What is the aim of knowledge management? What are the object and subject of knowledge management?

2. Describe technology drivers of knowledge management.

3. What are the results of artistic creation? What are the components of intellectual property of an enterprise?

4. What is intellectual capital of an enterprise? What are its distinctions from physical capital? Describe the components of human capital.

5. Give your vision of the knowledge management success system and a list of knowledge management success factors.

Practical tasks:

1. Define Tobin's coefficient for the company. Draw conclusions.

Index	Company
Goodwill coefficient	0.4
Annual receipts of the company, UAH	2 700 000
Tangible assets of the company, UAH	2 900 000
Annual fund of salary of company workers, UAH	500 000
Additional remuneration of workers, UAH	220 000
Outlays on the realization of developing programs for personnel, UAH	60 000
Cost of software, UAH	25 000
Outlays on the organizational teaching of functional commands, UAH	100 000
Expenses for advertising campaign, UAH	10 100
Expenses for development of the client network, UAH	100 000
Expenses for development of a brand of the company, UAH	30 540

2. Make analytic and graphic assessment of knowledge of two enterprises.

Components of enterprise knowledge	Expert assessment		Rank (significance of component)
	Enterprise 1	Enterprise 2	
1. The structure of the organization	5	4.2	0.1
2. Corporate culture	3	3	0.1
3. Production processes	4.2	4.5	0.05
4. Methods of knowledge management	2.5	2.5	0.2
5. Strategies of working groups	2.5	2.5	0.15
6. Communications	4	5	0.1
7. Innovations	3	3	0.15
8. Technologies	3	4	0.15

What enterprise has a lower level of knowledge? In your opinion, what efforts does this enterprise have to make to increase the level of knowledge (in accordance with the assessment)?

3. Evaluate the rights to the trademark under the following conditions. A firm produced and sold products at a price of 2 500 UAH per unit. After some time the firm purchased the right to the trademark for the products and conducted a large-scale advertising of this brand. After that the price of a unit of products of the same quality grew to 2 730 UAH. The given data:

the number of the sold units of products in the 1st year is 5 500; in the 2nd year it is 7 250; in the 3rd year it makes 8 000; in the 4th year it amounts to 7 320; in the 5th year it is 6500;

the rate of discount is 25 %.

The criteria for task assessment are given in Table 10.1.

Table 10.1

Criteria for task assessment

Number of tasks	Number of points (per every task separately)	The terms on which the corresponding number of points is given
Theoretical tasks 1 – 5	1	Full and correct solution to the task
	0.5	There are only some elements of the correct solution
	0	Wrong solution to the task
Practical tasks 1 – 3	2	Full and correct solution to the task
	1	Part of the task algorithm solution is fulfilled
	0.5	There are only some elements of the correct solution
	0	Wrong solution to the task

11. Distribution of points which students get

The system of evaluation of the level of the formed professional competences of students is given in Table 11.1.

Distribution of points according to the themes of the content modules is presented in Table 11.2.

Table 11.2

Distribution of points after the themes of the academic discipline "Knowledge economy"

Current testing and self-study work								Total
Theme 1	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6	Theme 7	Theme 8	100
13	14	6	6	6	14	6	13	
Colloquium								
11				11				

Table 11.1

The system of evaluation of the level of the formed professional competences

Professional competences		Educational week	Hours		Forms of studies		Assessment of the level of the formed competences	
Code	Competence		4	5			6	7
1	2	3			4	5		
Module 1. Theoretical bases of knowledge economy								
KE1	The ability to find and use sources of knowledge	1	Class	2	Lecture	Theme 1. The concept and classification of knowledge	Work at the lecture	1
			Class	2	Practical studies	A seminar-discussion on the classification of knowledge and determination of its sources	Active participation in the seminar	2
			SSW	4	Training for studies	Search, selection and review of literary sources on the set theme	–	–
		2	Class	2	Lecture	Theme 1. The concept and classification of knowledge	Work at the lecture	1
			Class	2	Practical studies	A seminar-discussion on the classification of knowledge and determination of their sources	Active participation in the seminar	2
			SSW	4	Training for studies	Search, selection and review of literary sources on the set theme	–	–
		3	Class	2	Lecture	Theme 1. The concept and classification of knowledge	Work at the lecture	1
			Class	2	Practical studies	Carrying out a practical task on the identification of data, information and knowledge	Active participation in solving the practical task	2
			SSW	4	Training for studies	Search, selection and review of literary sources on the set theme; execution of a practical task	Correct execution of the practical task and objectivity of conclusions	4

Table 11.1 (continuation)

1	2	3	4	5	6	7	8	9		
KE1	The ability to provide active co-operation of economic subjects on the accumulation and use of knowledge with the purpose of raising competitiveness	4	Class	2	Lecture	Theme 2. Knowledge economy and its features	Work at the lecture	1		
			Class	2	Practical studies	A seminar-discussion on the advantages of knowledge economy	Active participation in the seminar	2		
						A current test on Theme 1	Solving the tasks of the current test	8		
		SSW	5	Training for studies	Search, selection and review of literary sources on the set theme	–	–			
		5	Class	2	Lecture	Theme 2. Knowledge economy and its features	Work at the lecture	1		
			Class	2	Practical studies	A seminar-discussion on the advantages of knowledge economy	Active participation in the seminar	2		
			SSW	4	Training for studies	Search, selection and review of literary sources on the set theme	–	–		
		KE1	The ability to provide co-operation of enterprise's departments on the accumulation and use of knowledge as its competitive advantage	6	Class	2	Lecture	Theme 3. Microeconomics of knowledge	Work at the lecture	1
					Class	2	Practical studies	A seminar-discussion on the features of the process of creation and use of knowledge at modern enterprises and importance of knowledge in the raising competitiveness of economic subjects	Active participation in the seminar	2
SSW	4				Training for studies	Search, selection and review of literary sources on the set theme	–	–		
7	Class			2	Lecture	Theme 3. Microeconomics of knowledge	Work at the lecture	1		
	Class			2	Practical studies	Carrying out a practical task on the formation of a map of enterprise's knowledge	Active participation in solving the practical tasks	2		
						Test on Module 1	Solving the tasks of the colloquium	11		
	SSW			7	Training for studies	Search, selection and review of literary sources on the set theme; preparation for a colloquium	–	–		

Table 11.1 (continuation)

1	2	3	4	5	6	7	8	9
Module 2. Practice of knowledge management of an enterprise								
KE2	The ability to determine the constituents of the knowledge management system of an enterprise and its functions	8	Class	2	Lecture	Theme 4. Knowledge management of an enterprise	Work at the lecture	1
			Class	2	Practical studies	A seminar-discussion on the formation of the knowledge management system of an enterprise	Active participation in the seminar	2
			SSW	4	Training for studies	Search, selection and review of literary sources on the set theme	–	–
		9	Class	2	Lecture	Theme 4. Knowledge management of an enterprise	Work at the lecture	1
			Class	2	Practical studies	Carrying out practical tasks on the estimation of knowledge of an enterprise and grounding the directions of knowledge development according to the results of its assessment	Active participation in solving the practical tasks	2
			SSW	4	Training for studies	Search, selection and review of literary sources on the set theme	–	–
KE2	The ability to ground the most expedient technologies of knowledge management of an enterprise	10	Class	2	Lecture	Theme 5. Models and technologies of knowledge management of an enterprise	Work at the lecture	1
			Class	2	Practical studies	A seminar-discussion on the peculiarities of models and technologies of knowledge management of an enterprise	Active participation in the seminar	2
			SSW	4	Training for studies	Search, selection and review of literary sources on the set theme	–	–
		11	Class	2	Lecture	Theme 5. Models and technologies of knowledge management of an enterprise	Work at the lecture	1
			Class	2	Practical studies	Solving practical tasks on the evaluation of intellect of an employee on the basis of income that he/she generates for an enterprise	Active participation in solving the practical tasks	2
			SSW	4	Training for studies	Search, selection and review of literary sources on the set theme	–	–

Table 11.1 (continuation)

1	2	3	4	5	6	7	8	9		
28 KE2	The ability to ground directions and realization of transformations on an enterprise under the conditions of growing knowledge importance	12	Class	2	Lecture	Theme 6. Reengineering of business processes on the basis of cognitive technologies	Work at the lecture	1		
			Class	2	Practical studies	A seminar-discussion on the importance of reengineering of business processes of an enterprise under modern conditions	Active participation in the seminar	2		
						A current test on Themes 4 – 5	Solving the tasks of the current test	8		
		SSW	5	Training for studies	Search, selection and review of literary sources on the set theme	–	–			
		13	Class	2	Lecture	Theme 6. Reengineering of business processes on the basis of cognitive technologies	Work at the lecture	1		
			Class	2	Practical studies	A seminar-discussion on the reengineering of business processes under the conditions of the growing role of knowledge in raising competitiveness	Active participation in the seminar	2		
			SSW	4	Training for studies	Search, selection and review of literary sources on the set theme	–	–		
		KE2	The ability to evaluate intellectual capital of an enterprise and ground the directions of its development	14	Class	2	Lecture	Theme 7. Intellectual capital of an enterprise	Work at the lecture	1
					Class	2	Practical studies	A seminar-discussion on the difference between intellectual potential and intellectual capital of an enterprise and evaluation of intellectual capital of an enterprise. Carrying out a practical task on the evaluation of intellectual potential and intellectual capital of an enterprise	Active participation in the seminar and solving the practical tasks	2
SSW	4				Training for studies	Search, selection and review of literary sources on the set theme	–	–		

Table 11.1 (the end)

1	2	3	4	5	6	7	8	9
		15	Class	2	Lecture	Theme 7. Intellectual capital of an enterprise	Work at the lecture	1
			Class	2	Practical studies	Carrying out a practical task on the evaluation of intellectual property of an enterprise	Active participation in solving the practical tasks	2
			SSW	4	Training for studies	Search, selection and review of literary sources on the set theme	–	–
KE2	The ability to strengthen the advantages and remedy the drawbacks of development of knowledge economy in a country	16	Class	2	Lecture	Theme 8. Development of knowledge economy in Ukraine and other countries	Work at the lecture	1
				2	Practical studies	A seminar-discussion on the prospects of becoming of knowledge economy in Ukraine	Active participation in the seminar	2
			Presentation of the research findings as an essay			Assessment of the essay	7	
		SSW	4	Training for studies	Search, selection and review of literary sources on the set theme	–	–	
		17	Class	2	Lecture	Theme 8. Development of knowledge economy in Ukraine and other countries	Work at the lecture	1
			Class	2	Practical studies	Formation of a matrix of strategic balance of strengths and weaknesses of knowledge economy development in Ukraine	Active participation in solving the practical task	2
						A colloquium	Solving the tasks of the colloquium	11
			SSW	7	Training for studies	Search, selection and review of literary sources on the set theme; preparation for the colloquium	–	–
Total number of hours				144	Total maximum number points on the academic discipline			100

The maximal number of points which a student can get during a week of studies is presented in Table 11.3.

Table 11.3

Distribution of points after weeks

Theme	Week	Lecture	Practical studies	Task on the theme	Essay	Current test	Colloquium	Total
Theme 1. The concept and classification of knowledge	1	1	2					3
	2	1	2					3
	3	1	2	4				7
Theme 2. Knowledge economy and its features	4	1	2			8		11
	5	1	2					3
Theme 3. Microeconomics of knowledge	6	1	2					3
	7	1	2				11	14
Theme 4. Knowledge management of an enterprise	8	1	2					3
	9	1	2					3
Theme 5. Models and technologies of knowledge management of an enterprise	10	1	2					3
	11	1	2					3
	13	1	2					3
Theme 6. Reengineering of business processes on the base of cognitive technologies	12	1	2			8		11
Theme 7. Intellectual capital of an enterprise	14	1	2					3
	15	1	2					3
Theme 8. Development of knowledge economy in Ukraine and other countries	16	1	2		7			10
	17	1	2				11	14
Total		17	34	4	7	16	22	100

The final assessment on the academic discipline is made in accordance with the provision about the order of evaluation of students' academic performance on a 100-point system of Simon Kuznets KhNUE (Table 11.4).

Evaluation scale: national and ECTS

The sum of points for all of the types of the educational activity	ECTS mark	Assessment on the national scale	
		for the examination, course project (works), practice	for a test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory with a possibility to take a repeated study	not passed with a possibility of a repeated passing
0 – 34	F	unsatisfactory with an obligatory repeated study of the academic discipline	not passed with an obligatory repeated study of the academic discipline

12. Recommended literature**12.1. Main**

1. Абдикеев Н. М. Управление знаниями корпорации и реинжиниринг : учебник / Н. М. Абдикеев, А. Д. Киселев. – М. : ИНФРА-М, 2011. – 382 с.

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5. Инновационное развитие: экономика, интеллектуальные ресурсы, управление знаниями / под ред. Б. З Мильнера. – М. : ИНФРА-М, 2010. – 624 с.

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Appendixes

Appendix A

Table A. 1

The structure of constituents of professional competences on the academic discipline "Knowledge Economy" after the National scope of qualifications of Ukraine

Constituents of the competence which is formed within the theme	Minimum experience	Knowledge	Ability	Communications	Autonomy and responsibility
1	2	3	4	5	6
Theme 1. The concept and classification of knowledge					
The ability to find and use sources of knowledge	The concepts of data and information, peculiarities and classification of information, sources and importance of informative resources for modern enterprises	The concept of knowledge, sources of knowledge, stages and measures of knowledge development	To use sources of knowledge, transform data and information into knowledge	The ability to provide effective co-operation of departments of an enterprise in the process of accumulation and use of knowledge	The ability to provide high quality and timely of information transformed into knowledge, the value of the accumulated knowledge in order to raise the competitiveness of an enterprise
Theme 2. Knowledge economy and its features					
The ability to provide active co-operation of economic subjects in relation to the accumulation and use of knowledge with the purpose of raising competitiveness	Types and functions of knowledge, sources of knowledge and their classification	Peculiarities of knowledge economy, structure elements and indicators of knowledge economy	To ground directions and realize measures for the development of knowledge economy in a country	The ability to provide effective co-operation of the state and business in the process of accumulation and use of knowledge	The ability to provide the value of the accumulated knowledge to raise the competitiveness of a country

Table A. 1 (continuation)

1	2	3	4	5	6
Theme 3. Microeconomics of knowledge					
The ability to provide co-operation of enterprise's departments in relation to accumulation and use of knowledge as its competitive advantage	The concepts of data, information and knowledge, types and functions of knowledge, sources of knowledge and their peculiarities	Peculiarities of the organization of development of knowledge at an enterprise	To provide construction and functioning of the organizational structure of an enterprise, directed to the development of knowledge as its success	The ability to provide effective co-operation of departments of an enterprise in the process of accumulation and use of knowledge	The ability to provide value of the accumulated knowledge for raising the competitiveness of an enterprise
Theme 4. Knowledge management of an enterprise					
The ability to determine the constituents of the knowledge management system of an enterprise and its functions	The concept of knowledge, functions of knowledge, sources of knowledge, peculiarities of enterprise's structure directed to the development of knowledge	The structure of the knowledge management system of an enterprise, functions of its elements, basic stages of knowledge management at the tactical and strategic levels	To provide construction and functioning of the knowledge management system of an enterprise	The ability to provide effective co-operation of departments of an enterprise in the process of accumulation and use of knowledge	The ability to provide value of the accumulated knowledge for raising the competitiveness of an enterprise
Theme 5. Models and technologies of knowledge management of an enterprise					
The ability to ground the most expedient technologies of knowledge management of an enterprise	Functions of knowledge, sources of knowledge, peculiarities of the knowledge management system of an enterprise	Basic models and technologies of knowledge management of an enterprise	To use modern models and technologies of knowledge management of an enterprise according to the features of activity of an enterprise	The ability to provide effective co-operation of departments of an enterprise in the process of accumulation and use of knowledge	The ability to provide value of the accumulated knowledge for raising the competitiveness of an enterprise

Table A. 1 (the end)

1	2	3	4	5	6
Theme 6. Reengineering of business processes on the basis of cognitive technologies					
The ability to ground the directions and realization of transformations at an enterprise under the conditions of growing knowledge importance	Functions of knowledge, sources of knowledge, peculiarities of the knowledge management system of an enterprise, modern directions of transformation of an enterprise	The concept of reengineering of business processes, the stages of reengineering of business processes of an enterprise	To ground and realize measures of reengineering of business processes of an enterprise in the growing knowledge importance	The ability to provide effective co-operation of departments of an enterprise in the process of accumulation and use of knowledge	The ability to provide value of the accumulated knowledge for raising the competitiveness of an enterprise
Theme 7. Intellectual capital of an enterprise					
The ability to evaluate intellectual capital of an enterprise and ground directions of its development	Peculiarities of intangible assets of an enterprise, methods of evaluation of different objects	Methodical principles of the evaluation of intellectual capital and intellectual property of an enterprise	To conduct the estimation of intellectual capital and intellectual property of enterprise, to ground and realize measures for development of intellectual capital	The ability to provide effective co-operation of departments of an enterprise in the process of development of intellectual capital	The ability to make a decision as a result of evaluation of intellectual capital and objects of intellectual property
Theme 8. Development of knowledge economy in Ukraine and other countries					
The ability to strengthen the advantages and remedy the drawbacks of development of knowledge economy in a country	Peculiarities of knowledge economy, structure elements and indicators of knowledge economy	Features of becoming of knowledge economy in different countries	To ground directions and realize measures for development of knowledge economy in a country on the basis of world experience	The ability to provide effective co-operation of the state and business in the process of accumulation and use of knowledge	The ability to provide value of the accumulated knowledge for raising the competitiveness of a country

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