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

Danube branch

МАУП

SYLLABUS

of the academic discipline (selective)

INFORMATION BUSINESS

Specialty: **D3 Management**

Level of higher education: **first (bachelor's) level**

Study program: **Management**

IAPM 2025

General information about the academic discipline

Name of the academic discipline	Information business
Code and name of the specialty	D3 Management
Level of higher education	First (bachelor's) level
Discipline status	Selective
Number of credits and hours	3 credits/90 hours Lectures: 16 hours Seminars/practical classes: 14 hours Students' independent work: 60 hours
Terms of study of the discipline	7 semester
Language of instruction	Ukrainian
Final control type	Pass/fail (credit)

General information about the instructor. Contact information.

Full name of the instructor	Pavlo Bodenchuk
Position	Lecturer in Economics
Areas of scientific research	Information and analytical support for business process management in the context of digital economic transformation
Links to the registers of identifiers for scientists	ORCID: https://orcid.org/0009-0000-0640-7977
Contact information	
E-mail:	menedzmentuk@gmail.com
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Instructor's portfolio on the website	https://izmail.maup.com.ua/assets/files/bodenchuk-ps-portfolio-a.pdf

Discipline's description.

The discipline Information Business is a profile component of managers' professional training and is focused on studying the mechanisms of commercialization of knowledge, data, and creative content in the digital economy. The discipline reveals the specifics of creating and bringing intangible assets to market, ranging from online educational products and analytical reports to media content and consulting services. Special attention is paid to legal aspects of intellectual property protection, the selection of monetization strategies such as subscription models, licensing, and direct sales, as well as the specifics of expertise marketing. Studying the discipline enables future professionals to effectively manage information resources as marketable products, transforming them into sustainable sources of income.

The subject of the discipline comprises a set of economic, organizational, and legal relations that arise among market participants in the process of creation, processing, accumulation, protection, and commercialization of information products and services.

The aim of the discipline is to develop in higher education students a systematic understanding of the functioning patterns of the information market, as well as to form practical skills in creating competitive information products, managing intellectual property rights, and designing effective business models in the field of infopreneurship.

The objectives of the discipline include analyzing the structure and development trends of the global and national information services market, mastering the methodology of creating and "packaging" information products, and studying pricing mechanisms for intangible goods. An important objective is the acquisition of legal knowledge related to the protection of intellectual property, copyright, and related rights, as well as the development of skills in managing information consulting and data brokerage. In addition, the discipline aims to train students to design marketing strategies for promoting an expert's personal brand and to attract investment in information startups.

As a result of studying the selective educational component "Information business", applicants must:

Know:

- the specifics of information as a commodity and the classification of information products;
- business models for content monetization (Freemium, Subscription, Licensing);
- the legislative framework of Ukraine and international regulations in the field of intellectual property protection;
- methods for valuing intangible assets and pricing in information business;
- tools for promoting expert knowledge and building a personal brand;
- principles of the data market and information intermediation.

Be able to:

- to identify the commercial potential of ideas and knowledge;
- to develop the concept and structure of an information product such as an online course, guide, or analytical report;
- to select an appropriate legal model for protecting copyrighted content;
- to design launch and monetization strategies for information projects;
- to conduct audits of enterprise information resources;
- to organize the provision of information and consulting services.

Prerequisites for the discipline. Effective mastery of the discipline is based on competencies acquired through the study of such disciplines as Intellectual Property (where included in the curriculum, or fundamentals of law), Marketing (understanding of market mechanisms), Management, and Economic Theory. An important foundation is also provided by knowledge gained in the discipline Digital Technologies in Management, which develops technical skills, and Economic Informatics, focused on data processing, as well as

an understanding of entrepreneurial processes formed through the discipline Business Planning and Startup Development.

Post-requisites for the discipline. As the discipline is studied in the final, eighth semester of the bachelor's program, the acquired knowledge and skills are applied in the preparation of the bachelor's qualification thesis, particularly in substantiating innovative solutions and protecting authors' developments. In addition, competencies in information business form the basis for further professional activity in the fields of consulting, media management, and knowledge management within organizations.

Content of the academic discipline

<table>
<tr><th>№</th><th>Topics</th><th>Teaching methods /assessment methods</th></tr>
<tr><td>Topic 1</td><td>Market of Information Products and Services</td><td rowspan="8">Teaching Methods:
– Interactive lectures with analysis of business models of successful information companies and content monetization strategies;
– Practical workshops, including modeling the life cycle of an information product from idea generation to "packaging", cost calculation and pricing of information services, and simulation of consulting agency operations;
– Project-based work involving the development of a launch strategy for an educational or media project and preparation of an investment pitch.

Assessment Methods:
– Ongoing assessment: computer-based testing covering terminology, types of information products, and business models, as well as short in-class quizzes;
– Assessment of practical skills: defense of practical developments, such as an online course prototype, webinar structure, or expert promotion marketing plan, and analysis of the competitive environment of the data market;
– Final assessment: presentation of an individual business project, such as a startup in the information sector, or a pass/fail assessment.</td></tr>
<tr><td>Topic 2</td><td>Intellectual Property and Copyright Management</td></tr>
<tr><td>Topic 3</td><td>Infobusiness (Infopreneurship) and Development of Educational Products</td></tr>
<tr><td>Topic 4</td><td>Information Consulting and Expert Business</td></tr>
<tr><td>Topic 5</td><td>Data-Driven Business: Information Brokerage and Analytics</td></tr>
<tr><td>Topic 6</td><td>Monetization of Digital Content and Media Models</td></tr>
<tr><td>Topic 7</td><td>Marketing of Information Products and Personal Branding</td></tr>
<tr><td>Topic 8</td><td>Valuation and Financing of Information Business</td></tr>
<tr><td colspan="3">Module Assessment Task</td></tr>
<tr><td colspan="3">Final assessment: pass/fail (credit)</td></tr>
</table>

Technical Equipment and Software.

The discipline is delivered in specialized computer laboratories where each workstation is equipped with a personal computer. Multimedia equipment, including a projector and an interactive whiteboard, is used for visual demonstration of educational materials.

The learning process is supported by the necessary software tools, such as packages for creating presentations and digital products, as well as access to the Internet for working with intellectual property databases, including the Ukrainian Intellectual Property Institute

(Ukrpatent) information systems and the WIPO Brand Database for trademark and copyright verification; platforms for content distribution and monetization, such as educational marketplaces and crowdfunding platforms; and analytical services for assessing demand for information products.

Forms and Methods of Assessment.

The assessment system of learning outcomes consists of ongoing assessment and final (semester) assessment. Ongoing assessment is conducted systematically during practical classes and in the course of evaluating independent work. Its purpose is to verify theoretical knowledge and practical skills, in particular the ability to identify the commercial potential of information, create and "package" information products, and develop strategies for their monetization.

Assessment Forms include:

- Oral assessment activities: defense of practical assignments with justification of the selected business model, presentation of the results of individual projects, and participation in professional discussions on infobusiness trends and intellectual property protection;
- Written and practical assessment activities: completion of computer-based tests and solving situational tasks (case studies) using intellectual property databases and analytical services.

Assessment methods combine short quizzes, evaluation of the quality of developed content strategies and product prototypes, as well as monitoring students' activity during the solution of applied problem-based situations.

Grading system and requirements.

Table of distribution of points received by students*

Topics	Ongoing knowledge assessment						Final Assessment		Total points
	Seminar 1 (Topic 1.2)	Seminar 2 (Topic 3)	Seminar 3 (Topic 4)	Seminar 4 (Topic 5.6)	Seminar 5 (Topic 7)	Seminar 6 (Topic 8)	Module assessment task	Pass /Fail	
Work during the seminar	6	6	6	6	6	6	20	20*	100
Independent work	4	4	4	4	4	4			

*The table contains information about the maximum points for each type of assignment.

Assessment Criteria and Procedure

The knowledge assessment system for the discipline is based on the requirements of the current *Regulations on Student Assessment* and is implemented through an accumulative approach. This approach ensures that all student achievements throughout the semester are taken into account, including the quality of practical assignments, the results of modular assessment, and participation in discussions, thereby ensuring transparency in the formation of the final grade.

Modular Assessment. Modular Assessment (MA) is conducted once per semester in the form of a comprehensive MA after completion of the core learning content. The MA aims to assess the level of mastery of theoretical knowledge and the ability to apply it in solving applied tasks.

Structure of the Modular Assessment:

– test tasks designed to assess knowledge of terminology, business models, and legal aspects;

– a practical task aimed at assessing skills in creating information products and developing strategies for their monetization.

Assessment Criteria for the MA:

– Excellent (90–100% of points): the student provides correct answers to test questions, completes the practical task without errors, demonstrates a deep understanding of the applied tools, and is able to interpret the obtained results;

– Good (75–89% of points): the student generally completes the tasks successfully but makes minor inaccuracies in answers or chooses a less optimal approach to solving the practical task;

– Satisfactory (60–74% of points): the student has mastered the basic material but makes errors in test tasks or completes the practical task with logical inconsistencies or not in full;

– Unsatisfactory (less than 60% of points): the student fails to answer most test questions, does not complete the practical task, or demonstrates a lack of skills in working with professional tools.

Assessment of independent work (Maximum — 4 points)

Independent work of the student, including completion of individual home assignments, study of additional topics, and case analysis, is assessed based on the review of completed tasks or their defense during practical classes.

– 4 points (Excellent): the student demonstrates a creative approach to task completion, a deep understanding of the topic, and the ability to independently select optimal tools for solving the business task. The work is completed flawlessly, the results obtained are well substantiated, comprehensive conclusions are provided, and the assignment is submitted within the established deadline.

– 3 points (Good): the assignment is completed in full and the results are correct; however, minor inaccuracies are present in the formatting of the work, data interpretation, or in the inefficient use of certain tools, for example, choosing a more complex solution instead of an optimal one.

– 2 points (Satisfactory): the work is completed but contains significant shortcomings, including errors in the selection of strategies or tools that do not critically affect the final result, lack of analytical conclusions, or non-compliance with formatting requirements. Alternatively, the assignment is completed correctly but submitted after the deadline without a valid reason.

– 0–1 point (Unsatisfactory): the assignment is not completed, is completed only partially with less than 50% of the required volume, contains major errors that lead to incorrect results, or a case of plagiarism or academic misconduct is identified.

Scale for evaluating the performance of independent work (individual tasks)

The maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
4	4	3	2	0-1

Evaluation of Additional (Individual) Educational Activities

To stimulate students' creative activity and encourage in-depth study of information business tools, the allocation of incentive (bonus) points is provided. Additional points are awarded for activities performed beyond the mandatory requirements of the discipline.

1. Research and Applied Activities

Points are awarded for demonstrating the ability to apply digital business tools to solve practical tasks:

1. participation in scientific and practical conferences and seminars on information business, digital marketing, FinTech, and online trade — 3–5 points;
2. development of original applied solutions, including creation of a landing page prototype, development of an SMM content plan, preparation of an online store business model, or configuration of a test advertising campaign — up to 6 points;
3. participation in startup competitions, business hackathons, or case championships in marketing and entrepreneurship — 5–10 points;
4. analytical work with market data, including preparation of analytical reports with visualization, such as competitive analysis, target audience research, and analysis of e-commerce trends — up to 5 points.

2. Academic Discipline and Consistency

In accordance with the *Regulations on Assessment*, incentive points are awarded for a high level of work organization and adherence to academic culture:

- attendance of all classes, both lectures and practical sessions, without absences — 3 points;
- high-quality systematization of lecture material, including a structured set of notes with descriptions of business models, logistics chain diagrams, key performance indicators (KPIs), and terminology — 2 points;
- independent mastery of additional tools not covered by the basic curriculum, such as advanced study of CRM systems, Google Analytics web analytics services, SEO tools, or website builders, with demonstration of practical skills — up to 4 points;
- timely completion and defense of practical assignments in accordance with established project deadlines — 3 points.

Additional points are added to the student's ongoing rating; however, the total final grade for the discipline may not exceed 89 points prior to taking the examination or pass/fail assessment.

Final Semester Assessment (Pass/Fail Assessment)

The final semester assessment (pass/fail assessment) is a mandatory stage of completing the study of the discipline *Information Business*. It may be conducted either through the accumulation of points on an automatic basis or by taking a final pass/fail assessment.

The form of final assessment is a pass/fail test in the form of a written examination, which may include completion of a practical situational task (case study) on a personal computer. The final grade is awarded based on the student's learning outcomes throughout the semester and consists of the total points from ongoing assessment, including defense of practical assignments and independent work, results of modular assessment, and additional incentive (bonus) points.

Students who have accumulated the required number of points during the semester, 60 points or more, and have successfully defended all practical assignments required by the syllabus are entitled to receive a pass automatically without taking the final test.

Grade Formation Procedure:

- Students who have completed all tasks required by the syllabus during the semester, including successful defense of practical assignments, completion of independent work, and passing the modular assessment, and who have accumulated a total of 60 points or more, receive the final grade automatically according to the number of points obtained, without additional testing.
- Students who have completed the mandatory types of work and have no academic arrears in practical assignments but have accumulated fewer than 60 points, as well as those who wish to improve their result and increase their rating score, are required to take the final assessment in the form of a written test or a combined computer-based task during the pass/fail assessment session.

To evaluate students' learning outcomes throughout the semester, a 100-point grading scale, the national grading scale, and the ECTS grading scale are applied.

Summary assessment scale: national and ECTS

<table>
<tr><th rowspan="2">Total points for all types of learning activities</th><th rowspan="2">ECTS assessment</th><th colspan="2">National scale assessment</th></tr>
<tr><th>for exam, course project (work), internship</th><th>For pass/fail (credit)</th></tr>
<tr><td>90 – 100</td><td>A</td><td>excellent</td><td rowspan="5">pass</td></tr>
<tr><td>82 – 89</td><td>B</td><td rowspan="2">good</td></tr>
<tr><td>75 – 81</td><td>C</td></tr>
<tr><td>68 – 74</td><td>D</td><td rowspan="2">satisfactorily</td></tr>
<tr><td>60 – 67</td><td>E</td></tr>
<tr><td>35 – 59</td><td>FX</td><td>unsatisfactory with the possibility of reassembly</td><td>fail unsatisfactory with the possibility of retaking</td></tr>
<tr><td>0 – 34</td><td>F</td><td>unsatisfactory with mandatory re-study of the discipline</td><td>fail with mandatory re-study of the discipline</td></tr>
</table>

Discipline's Policy

Successful mastery of the educational component *Information Business* requires students to demonstrate a systematic approach, creativity, and a responsible attitude toward

practical work. Mandatory conditions include regular attendance of lectures and, in particular, practical classes, active participation in discussions of information market trends, as well as timely and high-quality completion of all practical and individual assignments.

In the event of missed classes or unsatisfactory results, the student is required to eliminate academic arrears by completing missed practical assignments and demonstrating the acquired competencies to the instructor.

An integral part of the learning process is strict adherence to the principles of academic ethics and digital culture. The educational process is based on the principles of academic integrity, which require exclusively independent completion of all analytical and creative tasks, development of business models, and design of monetization strategies.

Any use of external information sources must be accompanied by proper referencing. Within the discipline, any manifestations of academic misconduct are unacceptable, including submission of others' projects, authors' developments, or content plans as one's own, plagiarism, fabrication of research results, cheating during testing, deception, or attempts to influence the objectivity of assessment.

Recommended sources of information:

Basic literature

1. Law of Ukraine "On Copyright and Related Rights" dated December 1, 2022, No. 2811-IX. Available at: https://zakon.rada.gov.ua/laws/show/2811-20.
2. Law of Ukraine "On Personal Data Protection" dated June 1, 2010, No. 2297-VI. Available at: https://zakon.rada.gov.ua/laws/show/2297-17.
3. Lihanenko, I., Bodenchuk, P. S., Moskaliuk, V. I. Artificial intelligence in digital marketing. *Transformational Economy*, 2024, No. 2 (07). Available at: https://www.transformations.in.ua/index.php/journal/article/view/97/95.
4. Zaiets, M. A., Miroshnychenko, O. V., Ustymenko, S. I. Monetary innovations as a factor in the formation of new investment forms in the digital economy. *Achievements and Advances in Science*, 2025, No. 8 (18). DOI: https://doi.org/10.52058/3041-1254-2025-8(18)-1010-1020.
5. Chubuk, L. P., Yatsenko, O. V., Ovander, N. L. The impact of the digital economy on changes in business models and financial management: institutionalization of digital transformations. *Economics. Management. Business*, 2024, No. 1 (44), pp. 58–64.
6. Chupryna, O., Arakelova, I., Tokareva, V. et al. *Digital Marketing*: textbook. Kyiv: Kondor, 2025. 304 p.
7. Kalina, I., Shuliar, N. *Strategy for the Development of Digital Technologies for Business Processes at an Enterprise under Conditions of Economic Uncertainty*: monograph. Kyiv: Interregional Academy of Personnel Management, 2023. 168 p. Available at: http://surl.li/qbwcc.

Additional literature:

1. Bodenchuk, L., Liutfaliieva, L., Chernenko, K. Information interaction between accounting and management in the managerial decision-making system. *Digital Economy and Economic Security*, 2025, No. 2 (17), pp. 103–108. DOI: https://doi.org/10.32782/dees.17-17.

2. Vovk, V., Havrylchenko, O., Cherkaskyi, O. The impact of digitalization on the formation of enterprise marketing strategies: the use of digital tools. *Economy and Society*, 2025, No. 72. DOI: https://doi.org/10.32782/2524-0072/2025-72-1.
3. Hushcha, A. Yu., Nesvit, D. M. Digital management as a tool for the transformation of modern business. *Research and Innovation*, 2024, No. 3 (3), pp. 13–19.
4. Druhova, O. S. Strategies for enhancing competitiveness through digital technologies, innovation, and sustainable development. *Eastern Europe: Economy, Business and Management*, 2024, No. 3 (44), pp. 39–45.
5. Lihanenko, I. V., Lihanenko, K. V., Minev, R. Yu. Formation of assortment policy in the conditions of the digital economy. In: *Modern Research in Science and Education*: Proceedings of the III International Scientific and Practical Conference (Chicago, USA, November 9–11, 2023). Chicago, 2023.
6. Turchyn, V. CRM models and frameworks: a theoretical review. *European Scientific Journal of Economic and Financial Innovations*, 2025, No. 1 (15), pp. 171–185.

Information resources:

1. Unified State Open Data Web Portal: official website. Available at: https://data.gov.ua (source of datasets for data processing and modeling).
2. Ministry of Digital Transformation of Ukraine: official website. Available at: https://thedigital.gov.ua (regulatory framework and digitalization news).