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FEATURES OF UNIVERSITY NORMATIVE DISCIPLINE "INTELLECTUAL PROPERTY"

Background: Transition of economy to the innovative model requires knowledge in the field of intellectual property by specialists in various fields. For this purpose the discipline 'Intellectual property' has been included into the programs of training of specialists in higher educational establishments. But it does not give the expected results. **Aim and Objectives:** Examination of the basic features of the discipline and development of corresponding recommendations. **Methods:** Logical analysis and critical analysis. **Results:** Basic features of the discipline have been distinguished, in particular, teaching during the last course, small

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amount of allotted time, overload by information. Analysis of course books has shown that the discipline must be fundamentally changed regarding its aim, content, lectures and practical lessons. **Conclusion:** Experienced teachers should teach the discipline during the middle course and should aim at formation of a comprehensive idea of intellectual property.

Keywords: educational discipline, features of maintenance and teaching, aim of discipline, recommendation, organization of educational process, educational and methodological providing.

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