

SUMMARY

The Subject Matter of the Graduation Thesis: The Arrangement of Cultural and Leisure Activities at Health and Resort Institutions (by the Example of the Sanatorium «Victoria» of the Town of Kislovodsk).

Author of the Graduation Thesis: Chotchaev Alina Magometovna, the 2nd year student of Higher School of Political Administration and Innovative Management.

The Supervisor of the Graduation Thesis: Eremina O.S., the Candidate of Historical Sciences, Associate Professor of the Department of Creative and Innovative Management and Law.

The Information about the Contracting Authority: "Construction company "Mysam".

The Topicality of the Research. Presently an economy entered into such phase of the development, when the intellectual capital of enterprise becomes a major asset and key competitive edge of enterprises, personality, society. The processes of creation, accumulation, storage, distribution and use of intellectual capital effectively organized and properly guided form a base for creation of long-term competitive edges of enterprise and to the increase of his stability.

Building - one of leading industries of national economy of Russia, where the vitally important tasks of structural development of material base of productive potential of country and development of unproductive sphere decide. Today a building complex possesses considerable financial and material and technical potential, but in the conditions when an intellectual capital becomes a basic factor forming the of long duration competitive edges of organization, the questions of forming and use in the process of production of intellectual resources go out on the first plan. Accordingly, for the achievement of the aims put before industry on the whole, every building organization needs development of corresponding organizationally-administrative tool for the effective use of the intellectual capital.

Objective of the Research is the development of theoretical aspects and practical recommendations on forming of control system by the intellectual capital of building enterprises as one of major assets.

The Tasks of the Research:

- to consider theoretical bases of research of intellectual capital of modern enterprise;
- to study bases of forming of management mechanism the intellectual capital of enterprise of building industry;
- to work out control system the intellectual capital of building enterprises in the conditions of becoming of the innovative-oriented economy.

The Theoretical and Practical Significance of the Research. The theoretical positions expounded in-process assist to clarification and expansion of scientific information about maintenance of intellectual capital of building organization and management features to them taking into account a specific, inherent building industry. The practical value of research consists in development of practical recommendations that can be used in the process of management by the intellectual capital of enterprises of building industry for providing of stability of their functioning and development.

The Findings of the Research: construction creates a logistical base, providing conditions for socio-economic reproduction of the region - the construction of facilities both for industry and for the population. And the important role played by intellectual capital as an integral part of the production of construction products and the implementation of construction works. The main factors influencing processes of intellectual capital management in the construction industry are: the complexity and interrelation of technological processes; consistency of the production process of construction enterprises; the need to maintain and increase the closeness of the relationships of partnership networks; dependence on geographical and weather conditions; seasonality of construction work; lack of sophisticated corporate culture.

Recommendations: control system is identical the intellectual capital of building enterprise to any another system of management, taking into account the characteristic features of intellectual resources. The stage-by-stage construction of control system is offered by an intellectual capital. This system is sent to adjusting of intellectual resources of enterprise, generuting, control of new ideas, innovations and management by them in the scales of all organization with the purpose of translation of them in a form for the increase of profitableness of building enterprise and increase of his competitiveness.