



**Syllabus of the course**  
«Creative management»

<b>Specialty</b>	All
<b>Study Programme</b>	All
<b>Study cycle (Bachelor, Master, PhD)</b>	the first (Bachelor) level of higher education
<b>Course status</b>	Selective
<b>Language</b>	English
<b>Term</b>	second year, fourth semester
<b>ECTS credits</b>	5
<b>Workload</b>	Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. Self-study – 90 hours.
<b>Assessment system</b>	Grading
<b>Department</b>	Department of Social Economy, auditorium. 217 of the main building, phone: (057) 702-12-87, website: <a href="http://se.hneu.edu.ua">http://se.hneu.edu.ua</a>
<b>Teaching staff</b>	Sotnikova Yuliia Volodymyrivna, Candidate of Economic Sciences, Associate Professor of the Department of Social economy
<b>Contacts</b>	<a href="mailto:Yuliia.Sotnikova@hneu.net">Yuliia.Sotnikova@hneu.net</a>
<b>Course schedule</b>	Lectures: <a href="#">according to the schedule</a> Practical studies: <a href="#">according to the schedule</a>
<b>Consultations</b>	At the Department of Social Economy, offline, according to the schedule, individual, PNS chat.

**Learning objectives and skills:**

the formation of students' innovative thinking, mastering the tools of a creative approach to solving innovative problems, acquiring knowledge and skills in the development of creative environment and forming a creative organization

**Structural and logical scheme of the course**

Prerequisites	Postrequisites
-	-
-	-

**Course content**

**Content module 1. Creative economy: formation, development and initiating environment**

**Theme 1. The conceptual principles of the creative economy**

**Theme 2. The features of the formation of a creative economy in Ukraine and abroad**

**Theme 3. Protection of intellectual property rights in the creative economy**

**Theme 4. Creative management as a basis for building a creative economy**

**Content module 2. The theoretical foundations of creative management**

**Theme 5. The process and nature of human thinking. The types of thinking**

**Theme 6. Formation of a creative person**

**Theme 7. The creative type manager**

**Theme 8. Formation of creative environment at an organization**

**Theme 9. Integral intelligence as an object of management in creative management**

**Theme 10. Team building in creative management**



**Theme 11. Motivation of personalities of creative type**

**Teaching environment (software)**

*Multimedia projector, S. Kuznets PNS, Corporate Zoom system*

**Assessment system**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

*More detailed information on assessment and grading system is given in the technological card of the course.*

**Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.*