



Syllabus of the course
«Creative management of entrepreneurial activities»

Specialty	All
Study Programme	All
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	Selective
Language	English
Term	first year, second semester
ECTS credits	5
Workload	Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. Self-study – 90 hours.
Assessment system	Grading
Department	Department of Management, Logistics and Innovation, auditorium 225, phone: (057) 702-02-65, website: www.kafmli.hneu.edu.ua
Teaching staff	Viktoriia Volodymyrivna Tomakh, PHd in Economics, Associate professor
Contacts	viktoriia.tomakh@hneu.net
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	At the Department of Management, Logistics and Innovation, offline, according to the schedule, individual, PNS chat.

Learning objectives and skills:

the purpose of teaching the educational discipline is to acquire systematic knowledge of the theoretical foundations and organizational and methodological foundations of the formation and development of entrepreneurial activity using creative management.

Structural and logical scheme of the course

Prerequisites	Postrequisites
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Course content

- Topic 1. The essence and legal basis of entrepreneurial activity.**
- Topic 2. Organizational and legal forms and types of entrepreneurship. Social entrepreneurship: the main development trends in modern conditions.**
- Topic 3. The essence of creativity and its importance for business management.**
- Topic 4. Methods of activating creative thinking in management.**
- Topic 5. Formation of a creative environment at the enterprise for making managerial decisions.**
- Topic 6. Basics of using intellectual property as a result of creative activity.**
- Topic 7. The main risks of entrepreneurial activity in modern conditions.**
- Topic 8. Creativity as the basis of competitiveness of business entities.**

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.