



## Syllabus of the course «Creative Management»

<b>Specialty</b>	073 «Management»
<b>Study Programme</b>	Logistics, Management of innovative activity, Business Administration
<b>Study cycle (Bachelor, Master, PhD)</b>	the first (Bachelor) level of higher education
<b>Course status</b>	elective
<b>Language</b>	English
<b>Term</b>	third year fifth semester or third year sixth semester or fourth year seventh semester
<b>ECTS credits</b>	5
<b>Workload</b>	Lectures – 24 hours. Practical studies – 12 hours. Laboratory studies – 12 hours. Self-study – 102 hours.
<b>Assessment system</b>	Grading including Exam
<b>Department</b>	Department of Management, Logistics and Innovation, auditorium 225, phone: (057) 702-02-65, website: <a href="http://www.kafmli.hneu.edu.ua">www.kafmli.hneu.edu.ua</a>
<b>Teaching staff</b>	Tomah Viktoriya Volodymyrivna, Professor PhD (Economics)
<b>Contacts</b>	<a href="mailto:viktoria.tomakh@hneu.net">viktoria.tomakh@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 Management, Logistics and Innovation, offline, according to the schedule, individual, PNS chat.

### Learning objectives and skills:

of the course is to acquire the necessary theoretical knowledge on the formation of creative approaches to the implementation of management functions and mastering practical organizational skills and methodical techniques for determining, building up and realizing individual and team creative potential.

### Structural and logical scheme of the course

Prerequisites	Postrequisites
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-	-

### Course content

- Topic 1. Theoretical foundations of creative management
- Topic 2. Forms of detection and methods of development of the creative potential of an individual
- Topic 3. Lateral thinking and conscious creativity
- Topic 4. Organizational knowledge as a product of creative thinking
- Topic 5. Formation of creative professional teams and their management
- Topic 6. Formation of managers of creative type
- Topic 7. The process of finding creative solutions: organizational aspects
- Topic 8. Formation of the creative environment of the organization



**Topic 9. Motivation and stimulation of employees of the creative sector**

**Topic 10. Peculiarities of the organization of creative management**

**Topic 11. Development of creativity of personnel in the organization**

**Topic 12. Creativity in innovative entrepreneurship**

**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 – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: individual educational and research tasks, colloquium, individual task.

*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.*