



Syllabus of the course «Creative economy and management»

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| Specialty | 232 Social security |
| Study Programme | <i>Management of social projects</i> |
| Study cycle (Bachelor, Master, PhD) | <i>Second level</i> |
| Course status | <i>Basic</i> |
| Language | <i>English</i> |
| Term | <i>1 year, 1 st semester</i> |
| ECTS credits | <i>The number of credits according to the curriculum is 5</i> |
| Workload | <i>Lectures – 14 hours Laboratory studies – 26 hours Independent work - 110 hours</i> |
| Assessment system | <i>Exam</i> |
| Department | <i>Social economy, room 217 (main building), (057)702-12-80, http://www.kafesn.hneu.edu.ua/</i> |
| Teaching staff | <i>Sotnikova Yuliia Volodymyrivna, Candidate of Economic Sciences, Associate Professor of the Department of Social economy</i> |
| Contacts | <i>Yuliia.Sotnikova@hneu.net</i> |
| Course schedule | <i>Schedule of classes: http://services.hneu.edu.ua:8081/schedule/selection.jsf</i> |
| Consultations | <i>At the Department of Social Economy, face-to-face, according to the consultation schedule, individual, chat at PNS</i> |

The purpose of the educational discipline

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

Prerequisites for study

Structural and logical scheme of the course

| Prerequisites | Postrequisites |
|-----------------------------|---------------------------------|
| Social economy and politics | Social design, complex training |

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, PNS of S.Kuznets KNUE, ZOOM, MS Office

Assessment system

The system for evaluating the developed competencies of students takes into account the types of classes that, according to the program of the academic discipline, include lectures, practice classes, as well as independent work. The evaluation of the developed competences is carried out according to the accumulative 100-point system. Current control is carried out during lecture, practical and seminar classes and is aimed at checking the level of readiness of a higher education applicant to perform a specific job and is evaluated by the sum of points scored:

– for disciplines with a form of semester control examination (exam): the maximum amount is 60 points; the minimum amount that allows a student of higher education to pass an exam is 35 points.

The final control includes the semester control and certification of the student of higher education. Semester control is carried out in the form of a semester exam (exam), differentiated credit or credit. The semester exam (exam) is taken during the exam session.

The maximum number of points that a student of higher education can receive during the examination (examination) is 40 points. The minimum amount for which the exam is considered passed is 25 points.

The final grade by academic discipline is determined by:

for disciplines with the form of semester control exam (exam) - summation of points for current and final control. More detailed information on the system of evaluation and accumulation of points for the academic discipline is provided in the work plan (technological card) for the academic discipline.

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.

Education seekers 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