



Syllabus of the course

«Soft skills in sociocultural activities»

Specialty	<i>B2 Design, D5 Marketing</i>
Study Programme	<i>Digital marketing and design</i>
Study cycle (Bachelor, Master, PhD)	<i>Second (master)</i>
Course status	<i>elective</i>
Language	<i>English</i>
Term	<i>1st academic year, 1st semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 16 hours. Practical studies – 24 hours. Laboratory studies – 0 hours. Self-study – 110 hours.</i>
Assessment system	<i>Grading including Exam</i>
Department	<i>Department of Creative Management and Design room 305 of the first building website: https://cmd.hneu.edu.ua/</i>
Teaching staff	<i>Tetyana Pavlivna Blyznyuk, Doctor of Sciences in Economics, Professor</i>
Contacts	<i>Blyznyuk T. P. tetyana.blyznyuk@hneu.net</i>
Course schedule	<i>Lectures: due to timetable Practical studies: due to timetable</i>
Consultations	<i>At the Department of Creative Management and Design, offline, according to the schedule, individual, PNS chat.</i>

Learning objectives and skills:

is formation of competences regarding applied skills and skills in the formation, development, and use of soft skills in the socio-cultural sphere.

Structural and logical scheme of the course

Prerequisites	Postrequisites
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Course content

Content module 1. Personal soft skills

Topic 1. Content and features of "soft skills" and "hard skills" in sociocultural activities

Topic 2. Presentation skills and self-presentation

Topic 3. Personal development and self-realization

Content module 2. Interpersonal soft skills

Topic 4. Emotional intelligence and positive thinking

Topic 5. Creativity as a way of thinking

Topic 6. Management: time-, self-, stress-, impression-

Topic 7. Career building technologies. Network

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: 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.

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.