

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Заступник керівника
(проректор з науково-педагогічної роботи)



_____ 20__ року

Creative management

робоча програма навчальної дисципліни

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

**Усі галузі
Усі спеціальності
перший (бакалаврський) рівень
усі освітні програми**

Вид дисципліни
Мова викладання, навчання та оцінювання

**вибіркова
англійська**

Завідувач кафедри *економіки та соціальних наук*

Назарова Галина Валентинівна

Харків
ХНЕУ ім. С. Кузнеця
2018

APPROVED

at a meeting of the Department of Economics and Social Sciences dated August 27,
2018

Developers:

Sotnikova Yuliia Volodymyrivna, Ph.D., Assoc. Department of Economics and
Social Sciences

**Sheet of renewal and re-approval
work program of academic discipline**

Academic year	The date of the meeting of the Department – developer of WPAD	Protocol number	The signature of the head of the department

1. Introduction

Abstract of the discipline: The modern stage of development of society is characterized by an increasingly active penetration of creativity from the sphere of art and science to other fields of human activity. There was no exception to the scope of management. In the theory of management, more and more attention has been paid to the problem of widespread use of creative potential of managers and top managers of the enterprise. Many institutes and universities have special courses in creative management that promote the development of innovative creative skills in management and business. In today's Western management, processes of shaping new ideas are now considered to be creative management. The urgency of creative management is due to the fact that the processes of transformation in which the organization is located can not change the requirements to the processes of creating new knowledge, professionalism, creativity, intellectual level of the organization. These changes should relate to: innovative abilities, the ability to solve conflicts, leadership abilities to manage innovative teams, the development of personality on the basis of new technologies of activating thinking.

The purpose of the discipline: the formation of students of innovative thinking, mastering the tools of a creative approach to solving innovation tasks, acquiring knowledge and skills in the field of development of creative environment and creating a creative organization.

Course	3	
Semester	2	
Number of ECTS credits	5	
Audit lessons	lectures	20
	Seminars, practices	20
Independent work		110
Form of final control	credit	

Structural-logical scheme of studying the discipline:

Previous disciplines	The following disciplines
Microeconomy	Strategic management
Macroeconomy	HR management
Management	Staff security
Personnel management	
Personnel motivation	
Organization of labour	

1. Competence and results of studying in a discipline:

Competences	Results
Ability to determine the peculiarities of the development of the creative class, creative industries	Be able to calculate the index of creativity in countries and regions, draw conclusions
Ability to determine the types of confidential information and sources of its distribution	To form a system of protection of confidential information at the enterprise
Ability to identify ways to motivate creative workers	To form a model of motivation of creative workers of the organization taking into

	account individual peculiarities
Ability to apply methods of managing innovation teams	Use various methods of activating creative potential taking into account the features of the internal and external environment.
Evaluate the level of integrity and creativity of the organization	Identify the level of integrity and creativity based on the results of the analysis

2. The curriculum program

Section 1. Creative economy: formation, development and initiating environment

Theme 1. The conceptual principles of the creative economy

- 1.1. The role of the creative economy in the modern business environment
- 1.2. The creative class as the "core" of the creative economy
- 1.3. The features of modern development of creative industries

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

- 2.1. Formation of creative society as a prerequisite for the development of a creative economy
- 2.2. University as the basis for the development of a creative economy
- 2.3. The features of the development of creative economy in Ukraine

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

- 3.1. The concepts and types of confidential information
- 3.2. The sources of distribution and ways of protection of confidential information at enterprises
- 3.3. Regulatory and legal framework for the protection of confidential information and intellectual property

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

- 4.1. The essence and place of creative management in a creative society
- 4.2. The purpose, tasks and functions of creative management

Section 2. The theoretical foundations of creative management

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

- 5.1. The approaches to the definition of the thinking process
- 5.2. The types of thinking
- 5.3. Creativity and creative thinking
- 5.4. Theories of thinking
- 5.5. The methods and techniques of cognition
- 5.6. Formation of effective thinking

Theme 6. Formation of a creative person

- 6.1. The essence of creativity and personality
- 6.2. The creative potential of the individual
- 6.3. Creative barriers and ways to overcome them
- 6.4. The features of a creative personality
- 6.5. The stages of the creative process
- 6.6. The forms of the discovery, development and using of creative potential

Theme 7. The creative type manager

- 7.1. The role of a manager in a modern organization
- 7.2. The characteristics of a creative type manager
- 7.3. Business coaching
- 7.4. Leadership models: charismatic and expert

Theme 8. Formation of creative environment at an organization

- 8.1. The process of moderating creative activity
- 8.2. Organization of the working environment at a creative organization
- 8.3. Corporate culture as an essential element in the formation of a creative environment

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

- 9.1. The types of intelligence as an object of management
- 9.2. Formation of integral intelligence
- 9.3. The principles of the formation of integral intelligence, the concept of integrity
- 9.4. The methods for estimating integrity

Theme 10. Team building in creative management

- 10.1. The approach to understanding the term "team"
- 10.2. The principles of forming a creative team
- 10.3. The strategies for setting goals in a team formation
- 10.4. The techniques for group work in the team

Theme 11. Motivation of personalities of creative type

- 11.1. The motivational mechanism in innovative activity
- 11.2. The creative approach of a manager to motivation of the staff
- 11.3. The types of motivation of creative personalities

2. The order of assessment of students

The system of assessment of knowledge, skills and abilities of students takes into account the types of classes that, according to the curriculum "Creative Economics and Management", provide for lectures, seminars and practical classes, as well as independent

work and individual tasks.

Control measures include current and final control.

Examination and assessment of students' knowledge is carried out in the following forms: evaluation of student's knowledge during seminars and practical classes; performance of an individual task; conducting intermediate testing; conducting written control works.

The order of the current assessment of students' knowledge

The total modular assessment consists of the current assessment that the student receives during practical (seminar) classes, assessment for the fulfillment of an individual task and assessment for the implementation of modular control work.

The overall assessment of the discipline is defined as the sum of accumulated points during the semester.

The assessment of student's knowledge during seminars and practical classes is aimed at verifying the student's level of readiness to perform specific work. The objects of current control are:

- a) systematic, active and productive work during the semester over the study of the program material of the discipline; attending classes;
- b) performance of an individual task;
- c) implementation of interim control;
- r) implementation of control modular tasks.

The assessment is based on the 100-point scale according to the following criteria:

- 1) understanding, degree of assimilation of the theory and methodology of the problems under consideration;
- 2) the degree of assimilation of the actual material of the discipline;
- 3) acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration;
- 4) the ability to combine theory with practice when considering situations, solving problems, carrying out calculations in the course of performing tasks assigned to self-study, and assignments addressed to the audience;
- 5) logic, structure, style of presentation of material in written works and during speeches in the audience, ability to substantiate their position, to generalize information and to draw conclusions.

During the evaluation of practical tasks, attention is also paid to the quality, independence and timeliness of delivery of the tasks performed to the teacher (according to the schedule of the educational process). If any of the requirements is not met, the rating will be reduced.

Current-module control is carried out and evaluated by two components: practical modular control and lecture modular control. The assessment of the practical component of the modular control is based on the results of student assessment during seminars and practical classes, individual task execution and intermediate test control in accordance with the curriculum schedule.

The presentation of the final evaluation is carried out according to the scale shown in the table.

Scale of assessment: national and ECTS

The amount of points for all types of educational activities	Rating ECTS	Score on a national scale	
		for exam, course project (work), practice	for the offset
90 – 100	A	perfectly	credited
82 – 89	B	well	
74 – 81	C		
64 – 73	D	satisfactorily	
60 – 63	E		
35 – 59	FX	nonsatisfactorily	uncredited
1 – 34	F		

Distribution of points for weeks according to the technological map is given in Table.

Distribution of points by week

Themes		Lectures	Practices	Seminars	Tests on Moodle	Presentation	Home work	Control work	Total
1		2	3	4	5	6	7	8	9
Section 1. Creative economy: formation, development and initiating environment	Theme 1. The conceptual principles of the creative economy 1 week	1	2						3
	Theme 2. The features of the formation of a creative economy in Ukraine and abroad 2 week	1	3						3
	Theme 3. Protection of intellectual property rights in the creative economy 3 week	1	1	7					9
	Theme 3. Protection of intellectual property rights in the creative economy 4 week	1	3				3		7
	Theme 4. Creative management as a basis for building a creative economy 5 week	1	3						4
	Theme 4. Creative management as a basis for building a creative economy 6 week	1			5			5	11
Section 2. The theoretical foundations of creative management	Theme 5. The process and nature of human thinking. The types of thinking 7 week	1	3						4
	Theme 6. Formation of a creative person 8 week	1	3						4
	Theme 7. The creative type manager 9 week	1	1	7					9
	Theme 8. Formation of creative environment at an organization 10 week	1	3						4
	Theme 9. Integral intelligence as an object of management in creative 11 week	1	3						4

	management									
	Theme 10. Team building in creative management	12 week	1	3						4
	Theme 11. Motivation of personalities of creative type	13 week	1	3						4
	Theme 11. Motivation of personalities of creative type	14 week	1	3						4
	Theme 11. Motivation of personalities of creative type	15 week	1	3						4
	Theme 11. Motivation of personalities of creative type	16 week	1			5	10		5	21
	Total		16	37	14	10	10	3	10	100

5. Recommended literature

Main

1. Баранчеев В. П. Управление знаниями в инновационной сфере : Учебник В. П. Баранчеев. – М. : "Благовест-В", 2007. – 272 с.
2. Захист прав інтелектуальної власності: норми міжнародного та вітчизняного законодавства та їх правозастосування. ПРАктичний посібник. – К.: «КІС», 2007. – 448 с.
3. Креативное мышление в бизнесе / под ред. Мехальчишина В. С. – М. : Альпина Бизнес Букс, 2006. – 228 с.
4. Менеджмент персоналу : навч. посіб. / В. М. Данюк, В. М. Петюх, С. О. Цимбалюк та ін. ; за заг. ред. В. М. Данюка, В. М. Петюха. – К. : КНЕУ, 2006. – 398 с.
5. Методологія і організація наукового дослідження : навч. посіб. / В. Л. Пілюшенко, І. В. Шкрабак, Е. І. Словенко та ін. – Донецьк: ДонДАУ, 2002. – 343 с.
6. Савченко В. А. Управління розвитком персоналу : Навч. посіб. / В. А. Савченко – К. : КНЕУ, 2002. – 352 с.

Additional

7. Беляев А. А. Системология организации : учебник / А. А. Беляев, Э. М. Коротков. – М. : ИНФРА-М, 2000.– 182 с.
8. Виханский О. С. Менеджмент / О. С. Виханский, А. И. Наумов Учебник 3-е изд. – М. : Гардарики, 1999. – 528 с.
9. Гибсон Д. Организации: поведение, структуры, процессы / Д. Гибсон, Д. Иванцевич, Д. Доннели; пер. с англ. – М. : ИНФРА-М, 2000. – 662 с.
10. Гуляр Ф. Ж. Преобразование организации / Ф. Ж. Гуляр, Д. Н. Келли; пер. с англ. – М. : Дело, 2000. – 376 с.
11. Данчева О. В. Практична психологія в економіці та бізнесі / О. В. Данчева, Ю. М. Швалб. – Київ : Лібра, 1999. – 270 с.
12. Дмитренко Г. Стратегический менеджмент: целевое управление персоналом организаций учеб. пособ. / Г. Дмитренко. – К. : МАУП, 1998. – 188 с.
13. Исследование систем управления: учеб. пособ. для вузов / Н. И. Архипова, В. В. Кульба, С. А. Косяченко и др. – М. : «Издательство ПРИОР», 2002. – 384 с.
14. Кини Р. Принятие решений при многих критериях: предпочтения и замещения / Р. Кини, Х. Райфа. – М. : Радио и связь, 1981. – 560 с.
15. Лукичева Л. И. Управленческие решения : учебник / Л. И. Лукичева, Д. Н. Егорычев. – М. : Омега-Л, 2006. – 383 с.
16. Масленникова Н. П. Менеджмент инновационной организации / М.П. Масленникова – М. : Государственный университет управления (ГУУ), 2001. – 97 с.
17. Мильнер Б. З. Управление знаниями / Б. З. Мильнер – М. : ИНФРА-М, 2003. – 178 с.
18. Мордовин С. К. Управление человеческими ресурсами: 17-модульная программа для менеджеров "Управление развитием организации". Модуль 16 / С. К. Мордовин. – М. : ИНФРА-М, 2000. – 288 с.
19. Фатхутдинов Р. А. Разработка управленческого решения : учеб. пособ. / Р. А. Фатхутдинов. – М. : Бизнес-школа "Интел-синтез", 1997. – 322 с.

20. Шипунов В. Г. Основы управленческой деятельности: управление персоналом, управленческая психология, управление на предприятии / В. Г. Шипунов, Е. Н. Кишкель – М. : Высшая школа, 2000. – 304 с.

21. Щокін Г. В. Як ефективно управляти людьми: психологія кадрового менеджменту / Г. В. Щокін : наук.-практ. посіб. – К. : МАУП, 1999. – 400 с.

22. Edvinsson L., Malone M.S. Intellectual Capital. Realizing Your Company's True Value by Finding Its Hidden Brainpower / L. Edvinsson, M. S. Malone. – N.-Y. : Harper Business, 1997. – 258 p.

23. Stewart T. A. Intellectual Capital. The New Wealth of Organizations / T. A. Stewart T. A. – N.Y. : Doubleday, 1997. – 147 p.

Information resources

24. Новинки кретиавного середовища [Електронний ресурс]. – Режим доступу : <http://www.liga.net/>. – Назва з екрану.

25. Кодекс законів про працю [Електронний ресурс] // Відомості Верховної Ради УРСР. – Режим доступу : <http://zakon2.rada.gov.ua/laws/show/322-08>. – Назва з екрану.

26. Хохлов В.В. Оценка эффективности использования финансов предприятий в условиях рыночной экономики [Електронний ресурс] / Режим доступу : <http://www.cis2000.ru/publish/>. – Назва з екрану.

27. Економічний словник [Електронний ресурс] // Бібліотека економіста. – Режим доступу : <http://www.library.if.ua/>. – Назва з екрану.

28. Статистична інформація [Електронний ресурс] / Державний комітет статистики України. – Режим доступу : www.ukrstat.gov.ua. – Назва з екрану.