



## The syllabus of the discipline «Creative management»

<b>Specialty</b>	<i>All specialties</i>
<b>Educational program</b>	<i>All educational programs</i>
<b>Educational level</b>	<i>first (bachelor's)</i>
<b>Discipline status</b>	<i>Optional</i>
<b>Language of instruction</b>	<i>English</i>
<b>Course / semester</b>	<i>2 course, 4 semester</i>
<b>Number of ECTS credits</b>	<i>5</i>
<b>Distribution by types of classes and hours of study</b>	<i>Lectures – 30 hours</i>
	<i>Practical (seminar) – 30 hours</i>
	<i>Independent work – 90 hours</i>
<b>Form of final control</b>	<i>Credit</i>
<b>Department</b>	<i>Social economics, location: Kharkiv, 61166, 9a Nauki Avenue, Simon Kuznets Kharkiv National University of Economics, main building, 2nd floor, office 217, phone number: +38 (057) 702-12-87, website of the department: <a href="http://se.hneu.edu.ua">http://se.hneu.edu.ua</a></i>
<b>Teacher (s)</b>	<i>Sotnikova Yuliia Volodymyrivna, Candidate of Economic Sciences, Associate Professor of Social economics Department</i>
<b>Contact Information teacher (s)</b>	<i>Yuliia.Sotnikova@hneu.net</i>
<b>Class days</b>	<i>According to the schedule</i>
<b>Consultations</b>	<i>according to the schedule individual / group</i>
<b>The purpose of the discipline:</b> <i>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</i>	
<b>Prerequisites for learning</b> <i>List of previously listened disciplines: microeconomics, macroeconomics Knowledge, skills, abilities that the applicant must have to start studying the discipline: a list of competencies and learning outcomes in previously studied disciplines</i>	
<b>The content of the discipline</b>	
<b>Section 1. Creative economy: formation, development and initiating environment</b>	
<b>Theme 1.</b> The conceptual principles of the creative economy	
<b>Theme 2.</b> The features of the formation of a creative economy in Ukraine and abroad	
<b>Theme 3.</b> Protection of intellectual property rights in the creative economy	
<b>Theme 4.</b> Creative management as a basis for building a creative economy	
<b>Section 2. The theoretical foundations of creative management</b>	
<b>Theme 5.</b> The process and nature of human thinking. The types of thinking	
<b>Theme 6.</b> Formation of a creative person	
<b>Theme 7.</b> The creative type manager	
<b>Theme 8.</b> Formation of creative environment at an organization	
<b>Theme 9.</b> Integral intelligence as an object of management in creative management	
<b>Theme 10.</b> Team building in creative management	
<b>Theme 11.</b> Motivation of personalities of creative type	
<b>Course page on the Moodle platform (personal training system)</b>	<i>Description of the electronic course, working program of the discipline; working plan (technological map) of the discipline; recommended literature and Internet resources; materials of lectures in the form of presentations in .ppt format, methodical</i>



recommendations for practical classes, tasks for independent work of students. Link:  
<https://pns.hneu.edu.ua/course/view.php?id=5614>

**Learning outcomes assessment system**

Assessment of the formed competencies of students is carried out according to the accumulative 100-point system. According to the Provisional Regulation "On the procedure for assessing the learning outcomes of students on the cumulative point-rating system" KhNEU. S. Kuznets, control measures include: 1) current control, which is carried out during the semester during lectures and practical classes and is estimated by the amount of points scored (maximum amount - 60 points; minimum amount that allows students to take the exam - 35 points; 2 ) final / semester control, conducted in the form of a semester exam, according to the schedule of the educational process (maximum amount - 40 points). More detailed information on assessment is given in the technological map of the discipline

**Accumulation of rating points in the discipline**

Types of educational work	Max number of points
Practical training	67
Writing control work	20
Independent work	13
<b>Maximum number of points</b>	<b>100</b>

**Compliance of the ECTS assessment scale with the national assessment system and KHNU S. Kuznets**

The sum of points for all types of educational activities	Rating ECTS	Score on a national scale	
		for exam, differentiated test, course project (work), practice, training	For credit
90 – 100	A	perfectly	pass
82 – 89	B	good	
74 – 81	C	satisfactorily	
64 – 73	D		
60 – 63	E	unsatisfactorily	Not pass
35 – 59	FX		
1 – 34	F		

**Discipline policies**

The teaching of the discipline is based on the principles of academic integrity (<https://www.hneu.edu.ua/kodeks-akadem-dobrochesnosti/>).

Violations of academic integrity are: academic plagiarism, self-plagiarism, fabrication, falsification, writing off, deception, bribery, biased evaluation. Class absences are worked out (oral examination); failure to perform independent work is unacceptable

More detailed information on competencies, learning outcomes, teaching methods, forms of assessment, independent work is given in the Work program of the discipline