

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Проректор з навчально-методичної роботи

Карина НЕМАВКАЛО



Креативне мислення

робоча програма навчальної дисципліни

Галузь знань	<i>Всі</i>
Спеціальність	<i>Всі</i>
Освітній рівень	<i>Другий (магістерський)</i>
Освітня програма	<i>Всі</i>

Статус дисципліни	<i>вибіркова</i>
Мова викладання, навчання та оцінювання	<i>англійська</i>

Завідувач кафедри  
менеджменту та бізнесу

*Тетяна ЛЕПЕЙКО*

Харків  
2021

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**"APPROVED"**

Vice-rector  
for educational and methodical work

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Karina NEMASHKALO

**Creative thinking**

**syllabus of the academic discipline**

Field of knowledge	<i>All</i>
Speciality	<i>All</i>
Education level	<i>Second (master)</i>
Educational programs	<i>All</i>

Discipline status	<i>Selective</i>
Language of teaching, studying and assessment	<i>english</i>

Head of Management and  
Business department

Tetyana LEPEYKO

Kharkiv  
**2021**

APPROVED

at the meeting of the Management and Business Department  
Protocol № 8 of January 15, 2021.

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**Sheet of renewal and re-approval  
of the academic discipline syllabus**

Academic year	Date of the department meeting - developer of the syllabus	Protocol number	Sign of the Head of the department

### Abstract of the discipline

In today's ever-growing and changing world, being able to think creatively and innovatively are essential skills. It can sometimes be challenging to step back and reflect in an environment which is fast paced or when you are required to assimilate large amounts of information. Making sense of or communicating new ideas in an innovative and engaging way, approaching problems from fresh angles, and producing novel solutions are all traits which are highly sought after by employers.

In the process of learning, students receive the necessary knowledge during lectures, perform tasks on the practical application of the acquired knowledge. The study of the theoretical provisions of the discipline "Creative thinking" requires their consolidation through practical training and this is a significant part of the discipline.

**The purpose of discipline:** of the discipline is the formation of knowledge of the creative process and use it to solve problems or fulfill opportunities in any area of study, personal life, or career path.

### Characteristics of the discipline

Academic year	<b>1M</b>
Semester	<b>2</b>
Number of credits ECTS	<b>5</b>
Final assessment	<b>Pass</b>

### Structural logical scheme of the discipline studying:

Prerequisites	Postrequisites
Management	Event Management
Marketing	
Creative industries	

### Competencies and results of discipline studying:

Competencies	Study results
Ability to generate new ideas (creativity).	Find, analyze and evaluate the information needed to set and solve both professional tasks and personal development.
Ability to plan, justify and discuss the results of the study.	To use in practice a professional scientific and terminological apparatus, to be able to present the results of the work done.
Ability to apply creative technologies in practice.	Understand and apply modern world socio-cultural practices.
Ability to develop effective marketing systems for socio-cultural products and services (promotion of projects, programs, promotions, events, etc.).	Present and discuss the results of scientific and applied research, socio-cultural strategies and projects in the state and foreign languages.
Ability to logically substantiate, plan and perform scientific and applied research, present them and prove their own scientific position	Organize a constructive dialogue between interested stakeholders of socio-cultural transformations in order to achieve a jointly defined goal (mission).

## **The syllabus of the academic discipline**

### **Content module 1. Theoretical and methodological principles of creativity.**

Theme 1. Creativity and its value to the business.

The basic principles of creativity, its importance in tackling global challenges. Lower and higher-level creativity.

Creativity and innovation. Inertia of thinking: why do we think stereotypically? Features of the brain.

Theme 2. Creative process.

Essence of creative process: stages and patterns.

Matrix "Classification of methods for generating ideas".

Features and tricks for efficient idea generation.

Development of the ability for empathy, skill in asking questions and the ability to correctly formulate tasks.

Theme 3. Idea generation and creativity techniques.

Building the ability to create new connections and assumptions. Ideas selection criteria.

Brainstorming. Six thinking hats. Mind mapping. Theory of Inventive Problem Solving (TRIZ). S.C.A.M.P.E.R. Synectics. Design thinking. Morphological analysis. Method of focal objects. Other techniques.

Theme 4. Technologies for team idea generation and problem solving.

Networking in the organization.

New ways of team interaction.

Collective creativity methods: Walt Disney Method, 6 Thinking Hats Method (E. de Bono), Stravinsky Effect, Tennis Ideas.

Theme 5. Visualization and presentation of ideas.

Types of business presentations: the differences between them. Traction presentation structure: metrics, hypotheses and results, artifacts.

Creative mapping: collective building "MindMaps", using elements of sketching and scribing.

Pitching. Overview of pitching techniques. Business Pitch PowerPoint: Design and Content Pitch Deck. Email communication: Executive Summary and LivePlan Pitch. Elevator Pitch: The Virtuosity of Charm Investors in 60 Seconds.

The list of practical classes, as well as questions and tasks for independent work is given in the table "Rating plan of the academic discipline".

### **Teaching and learning methods**

Achieving the expected learning outcomes is ensured by the use of these methods of teaching and learning: problem lectures (themes 1, 4), discussions (themes 2, 3), presentations (themes 1 – 5), simulation of professional situations (themes 4, 5), work in small groups (themes 1, 2, 3).

### **The system of the study results assessment**

The system of evaluation of the developed competencies of students takes into account the types of classes, which according to the curriculum include lectures, practical classes (seminars), as

well as independent work. Assessment of the developed competencies among students is based on a 100-point accumulation system.

The control measures include:

current control carried out during the semester during lectures, practical (seminars) classes and is estimated by the sum of the points scored (the maximum score – 100 points, the minimum score that indicates the successful completion of the discipline – 60 points).

Current control includes assessment of student knowledge during lectures, practical classes and performance of competency-oriented tasks, performance and presentation of research and is conducted according to the following criteria:

lectures – active work during the lecture (up to 1 point for each lesson depending on the level of student activity) (total maximum number of points – 10));

practical classes – active work during the lesson, the degree of mastering the actual material of the discipline (estimated up to 1 point for each practical lesson depending on the level of student activity (total maximum number of points – 10));

competence-oriented task on topics – the ability to combine theory with practice when considering situations; logic, structure, style of presentation of the material when performing in the audience, the ability to justify their position (maximum score – 5 points (total maximum number of points – 5));

presentation – the ability to generalize information and draw conclusions; ability to present the results of research; logic, structuring and validity of conclusions on a specific project; literacy of presentation (maximum score – 10 points (total maximum number of points – 30));

performance of express tests – application of the acquired theoretical and practical knowledge concerning the decision of test tasks (maximum score – 5 points (total maximum number of points – 15));

final test – the application of acquired theoretical and practical knowledge to solve complex problems (maximum score – 30 points (total maximum number of points – 30)).

The general criteria for evaluating the independent work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make informed conclusions, the possession of categorical apparatus, skills and techniques for performing practical tasks, the ability to find the necessary information, carry out its systematization and processing, self-realization on practical classes.

The final mark of the discipline is calculated taking into account the points obtained during the current control. The total result in points for the semester is: "60 or more points – credited", "59 or less points – not credited" and is entered in the "Statement of performance" of the academic discipline.

The final mark is set according to the scale given in the table "Evaluation scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the discipline".

**Evaluation scale: national and ECTS**

The sum of points for all types of educational activities	Mark EKTC	Mark on a national scale	
		for exam, course project (work), practice	for credit
90 – 100	A	excellent	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	not credited

**Rating plan of the academic discipline**

Theme	Forms and types of studying		Evaluation Forms	Max mark
	<b>Content module 1. Theoretical and methodological principles of creativity.</b>			
<b>Theme 1. Creativity and its value to the business.</b>	<i>Classroom work</i>			
	Lecture	Theme 1. Creativity and its value to the business.	Work on lecture	1
	Practical lesson	Practical lesson 1. Levels of Creativity. Measure personal creativity.	Active participation in practical tasks performance	1
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 1	Homework check	
	<i>Classroom work</i>			
	Lecture	Theme 1. Creativity and its value to the business.	Work on lecture	1
	Practical lesson	Practical lesson 2. Workshop on overcoming unproductive beliefs for innovative thinking.	Active participation in practical tasks performance	1
			Task	5
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a theme 1 Preparation for the lesson	Homework check		

<b>Theme 2. Creative process.</b>	<b><i>Classroom work</i></b>			
	Lecture	Theme 2. Creative process.	Work on lecture	1
	Practical lesson	Practical lesson 3. How to improve creativity?	Active participation in practical tasks performance	1
	<b><i>Independent work</i></b>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 2	Homework check	
		Preparing a presentation		
	<b><i>Classroom work</i></b>			
	Lecture	Theme 2. Creative process.	Work on lecture	1
	Practical lesson	Practical lesson 4. Storyboard exercise	Active participation in practical tasks performance	1
			Presentation	10
<b><i>Independent work</i></b>				
Questions and tasks for self-study	Search, selection and review of literary sources on a theme 2 Preparation for express tests	Homework check		
<b>Theme 3. Idea generation and creativity techniques.</b>	<b><i>Classroom work</i></b>			
	Lecture	Theme 3. Idea generation and creativity techniques. Execution of the express test	Work on lecture	1
			Express tests	5
	Practical lesson	Practical lesson 5. Creativity Tools	Active participation in practical tasks performance	1
	<b><i>Independent work</i></b>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 3	Homework check	
		Preparing a presentation		
	<b><i>Classroom work</i></b>			
	Lecture	Theme 3. Idea generation and creativity techniques.	Work on lecture	1
	Practical lesson	Practical lesson 6. Grid Brainstorming	Active participation in practical tasks performance	1
Defense of practical tasks on the topic			10	
<b><i>Independent work</i></b>				



	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 3 Preparation of projects in the field of creative and cultural industries Preparation for express tests	Homework check	
<b>Theme 4. Technologies for team idea generation and problem solving.</b>	<b><i>Classroom work</i></b>			
	Lecture	Theme 4. Technologies for team idea generation and problem solving. Execution of the express test	Work on lecture	1
			Express tests	5
	Practical lesson	Practical lesson 7. Working out methods of collective creativity	Active participation in practical tasks performance	1
	<b><i>Independent work</i></b>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 5 Preparing a presentation	Homework check	
	<b><i>Classroom work</i></b>			
	Lecture	Theme 4. Technologies for team idea generation and problem solving.	Work on lecture	1
	Practical lesson	Practical lesson 8. Working out methods of collective creativity  Defense of practical tasks on the topic	Active participation in practical tasks performance  Presentation	1  10
	<b><i>Independent work</i></b>			
Questions and tasks for self-study	Search, selection and review of literary sources on a theme 4 Execution of tasks Preparation for express tests	Homework check		
<b>Theme 5. Visualization and presentation of ideas.</b>	<b><i>Classroom work</i></b>			
	Lecture	Theme 5. Visualization and presentation of ideas.	Work on lecture	1
		Execution of the express test.	Express tests	5
	Practical lesson	Practical lessons 9. Workshop: Portrait of a Creative Leader	Active participation in practical tasks performance	1
	<b><i>Independent work</i></b>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 7	Homework check	
		Preparation for written test		
	<b><i>Classroom work</i></b>			
Lecture	Theme 5. Visualization and presentation of ideas.	Work on lecture	1	
Practical lesson	Practical lessons 10. Storytelling for pitching business projects	Active participation in practical tasks	1	

		Execution of written test	performance Written test	30
<b><i>Independent work</i></b>				
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 5 Reviewing materials by academic discipline.	Homework check	
<b>The total maximum number of points of the academic discipline</b>				<b>100</b>

### Recommended references

#### **Main:**

1. Назарова Г. В. Креативна економіка та менеджмент [Електронний ресурс] : навч. посіб. / Г. В. Назарова, Ю. В. Сотникова ; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. (1,50 МБ). – Харків : ХНЕУ ім. С. Кузнеця, 2018. - 159 с. : іл. - Загол. з титул. екрану. - Бібліогр.: с. 150-156.

#### **Additional:**

2. Міхалко М. 21 спосіб мислити креативно / Перекл. Т. Б. Бойко. – Київ : Клуб Сімейного Дозвілля, 2019 – 400 с.

3. Bilton C. Management and creativity: From creative industries to creative management. – Blackwell Publishing, 2007. – 378 p.

#### **Інформаційні ресурси**

4. Сайт ПНС ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=2966>

5. Сайт українського культурного фонду. URL: <https://ucf.in.ua/>

6. Сайт House of Europe (“Дім Європи”) URL: <https://houseofeurope.org.ua/contacts>