



**Syllabus of the educational discipline  
«Creative thinking»**

<b>Specialty</b>	<i>All</i>
<b>Educational program</b>	<i>All</i>
<b>Level of education</b>	<i>Second (master)</i>
<b>Discipline status</b>	<i>Selective</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>1 course, 2 semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 20 hours. Practical studies (seminars) – 20 hours. Laboratory studies – 0 hours. Independent training – 110 hours.</i>
<b>Form of final assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Management and Business Department, 703 (library block), +38 057 702 01 46, <a href="http://www.kmib-hneu.com">www.kmib-hneu.com</a></i>
<b>Teacher (-s)</b>	<i>Mazorenko Oksana Volodymyrivna, PhD, Associate Professor Pererva Ivanna Mukolayivna, PhD, Associate Professor</i>
<b>Teacher's contacts</b>	<i>oksana.mazorenko@hneu.net imatsikanych@gmail.com</i>
<b>Days of the classes</b>	<i>According to the schedule of classes</i>
<b>Consultations</b>	<i>According to the schedule of consultations: 703 (library block) – offline; in Zoom - online; both individual and in group</i>
<b>The purpose 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.</b>	
<b>Prerequisites for learning</b> <i>«Management», «Marketing», «Creative industries»</i>	
<b>Content of the educational discipline</b> <b>Content module 1. Theoretical and methodological principles of creativity.</b> <b>Theme 1. Creativity and its value to the business.</b> <b>Theme 2. Creative process.</b> <b>Theme 3. Idea generation and creativity techniques.</b> <b>Theme 4. Technologies for team idea generation and problem solving.</b> <b>Theme 5. Visualization and presentation of ideas.</b>	
<b>Material and technical support (software) of the discipline</b> <i>Laptop, Power Point MS Office, Multimedia Projector</i>	
<b>Course page on the Moodle platform (personal training system)</b>	<i>Course description, Working plan, Syllabus, Lectures (presentations), Laboratory tasks (methodical recommendations), Homeworks; Tests, Additional learning materials.</i>
<b>Recommended literature</b> 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). - Х. : ХНЕУ ім. С. Кузнеця, 2018. - 159 с. : іл. - Загол. з титул. екрану. - Бібліогр.: с. 150-156. <b>Additional</b> 2. Микалко М. Энциклопедия бизнес-идей. Тренинг креативности [Текст] – СПб. : Питер, 2003 – 409 с.	



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

**Assessment system of learning outcomes**

*Current control carried out during the semester during lectures, practical, seminars, and is estimated by the sum of the points scored (maximum amount - 100 points); final / semester control, conducted in the form of final control work as a discount on the teacher's initiative, taking into account the current control over the corresponding content module, and aims at an integrated assessment of the student's learning outcomes after studying the material from the logically completed part of the discipline content module. A student should be considered certified if the sum of the points obtained from the results of the current and final control over the semester is equal or exceeds 60.*

*More detailed information on assessment is given in the technological card of the discipline.*

**Accumulation of rating points in the discipline (example)**

Types of training	Max points
Lectures	10
Practical studies	10
Task	5
Presentations	30
Express test	15
Written Test	30
<b>Max points</b>	<b>100</b>

**Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale**

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

**Discipline policies**

*The policy of the discipline is based on the principles of academic integrity and is determined by the system of requirements that the teacher imposes on the student when studying the discipline (rules of conduct in class, passes, mobile phone use, retransmission, etc.). Academic plagiarism policy.*

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (-).*

Syllabus approved at the meeting of the Department «Management and Business». Protocol № 1 from 27.08.2021