

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
менеджменту та бізнесу
Протокол № 1 від 25.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

КРЕАТИВНЕ МИСЛЕННЯ

робоча програма навчальної дисципліни (РПНД)

Галузь знань всі
Спеціальність всі
Освітній рівень другий (магістерський)
Освітня програма всі

Статус дисципліни

вибіркова

Мова викладання, навчання та оцінювання

англійська

Розробники:
д.е.н., професор

Тетяна ЛЕПЕЙКО

к.е.н., доцент

Оксана МАЗОРЕНКО

к.е.н., викладач

Підписано КЕП

Катерина БАРКОВА

Завідувач кафедри
менеджменту та бізнесу

Тетяна ЛЕПЕЙКО

Харків
2023

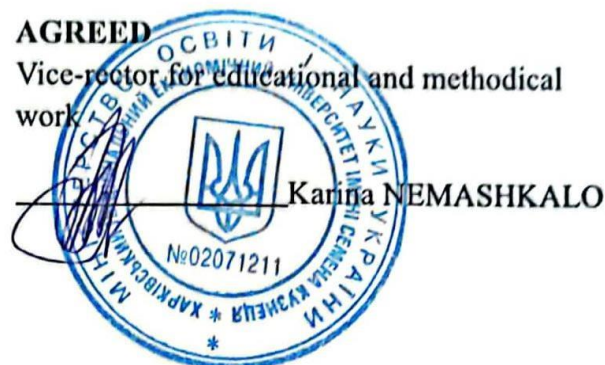
**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

APPROVED

at the meeting of the department
management and business
Protocol № 1 of 25.08.2023

AGREED

Vice-rector for educational and methodical
work



CREATIVE THINKING
Program of the course

Field of knowledge **All**
Specialty **All**
Study cycle **second (master)**
Study programme **All**

Course status **elective**
Language **English**

Developers:
Doctor in Economics
Professor
PhD (Economics),
Associate Professor

Tetyana LEPEYKO

PhD (Economics),
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Oksana MAZORENKO

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Business Department

Tetyana LEPEYKO

**Kharkiv
2023**

INTRODUCTION

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 course "Creative thinking" requires their consolidation through practical training and this is a significant part of the discipline.

The purpose of the course 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.

The objectives of the course are:

mastering the main methods of developing creative thinking and using them in practice;

formation of knowledge and skills in creating a creative environment.

The object of the course is the process of building creative thinking in order to study the creative environment.

The subject of the course is the principles, forms and methods of creative thinking.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
Search, analyze and evaluate information necessary for setting and solving both professional tasks and personal development.	Ability to generate new ideas (creativity).
To use professional scientific and terminological apparatus in practice, to be able to present the results of the work performed.	The ability to plan, justify and discuss the results of the conducted research.
Understand and apply modern world socio-cultural practices.	Ability to apply creative technologies in practice
Present and discuss the results of scientific and applied research, sociocultural strategies and projects in national and foreign languages.	Ability to develop effective marketing systems for socio-cultural products and services (promotion of projects, programs, promotions, events, etc.).
To organize a constructive dialogue between interested stakeholders of socio-cultural transformations in order to achieve a jointly defined goal (mission).	The ability to logically substantiate, plan and carry out scientific and applied research, present them and prove one's own scientific position

COURSE CONTENT

Content module 1. Theoretical and methodological principles of creativity.

Topic 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.

Topic 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.

Topic 3. Idea generation and creativity techniques.

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

Brainstorming. 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.

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

Networking in the organization. Teambuilding.

New ways of team interaction.

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

Topic 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 (seminar) studies in the course is given in table 2.

Table 2

The list of practical (seminar) studies

Name of the topic and/or task	Content
Topic 1. Task 1.	Levels of creativity. Assessment of personal creativity
Topic 1. Task 2.	Workshop on overcoming unproductive beliefs for creative thinking.
Topic 2. Task 3.	Creative process.
Topic 2. Task 4.	Leo Burnett System of a Creativity
Topic 3. Task 5.	Creativity techniques
Topic 3. Task 6.	Brainstorming
Topic 4. Task 7.	Practice of group creativity methods.
Topic 4. Task 8.	Practice of group creativity methods.
Topic 5. Task 9.	Workshop: Portrait of a creative leader
Topic 5. Task 10.	Storytelling for pitching business projects

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1	Search, selection and review of literature on the topic 1. Preparation for class.
Topic 2	Search, selection and review of literature on the topic 2. Preparation of the presentation. Preparation to the Express test.
Topic 3	Search, selection and review of literature on topic 3. Preparation of projects in the field of creative industries.
Topic 4	Search, selection and review of literature on the topic 4. Preparation of the presentation. Performance of practical tasks. Preparation to the Express test.
Topic 5	Search, selection and review of the literature on topic 5. Preparation for the final test.

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

- Problem lectures (Topics 1, 4).
- Discussions (Topics 2, 3).
- Presentations (Topics 1-5).
- Case studies (Topics 4, 5).
- Work in small groups (Topics 1, 2, 3).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of grading.

The final grade in the course is determined:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: express tests (estimated at 5 points (two express tests during the semester – the total maximum number of points – 10)); competence-oriented tasks on topics (maximum score – 10 points (three competence-oriented tasks during the semester, total maximum number of points – 30)); presentation of an individual task (project) (maximum score – 30 points); final control work (maximum score – 30 points).

Semester control: Grading.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

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. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/20645>

2. Nazarova G. Creative Economy and Management [Electronic resource] : textbook / G. Nazarova, Yu. Sotnikova ; Simon Kuznets Kharkiv national university of economics. - E-text data (1,34 МБ). - Kharkiv : S. Kuznets KhNUE, 2018. - 159 p. <http://www.repository.hneu.edu.ua/handle/123456789/19943>.

Additional

3. Міхалко М. 21 спосіб мислити креативно / Перекл. Т. Б. Бойко. – Київ : Клуб Сімейного Дозвілля, 2019. – 400 с.
4. Parkhomenko N. Trends of development of creative economy in the world / N. Parkhomenko // Економіка та суспільство (електронне наукове фахове видання). - Мукачеве: Мукачівський державний університет. — 2017. - № 13 (Грудень). – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/18320>
5. Ус М. І. Маркетинг вражень в умовах креативної економіки / М. І. Ус // Трансформація соціальних інститутів в інформаційному суспільстві : тези допов. IV конгресу соціологічної асоціації України, м. Харків, 28-29 жовт. 2021 р. – Харків: Соціологічна асоціація України, 2021. – С. 284-286. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/27742>
6. Лаптев В. І. Глобальний ІТ бізнес та його вплив на розвиток креативної економіки в Україні / В. І. Лаптев, О. Ю. Іванова // Перспективи індустрії гостинності та міжнародного бізнесу: світові тенденції та національні пріоритети: зб. тез міжнар. наук.-практ. конф., м. Тернопіль, 5-6 трав. 2022 р.: тези допов. – Тернопіль: ЗУНУ. – 2022. – С. 138-140. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/27584>
7. Balasarian O. D. Creative Thinking As an Enhancing Learners' Cognitive Activity Factor / O. D. Balasarian // Інновації та традиції у мовній підготовці іноземних студентів : зб. ст. за матеріалами міжнар. наук.-практ. семінару. – Х. : Вид-во Іванченка І. С., 2019. – С. 31–33. – Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/23364>.
8. Agadzhanova R. M. Developing Creative Thinking Skills / R. M. Agadzhanova // Proceedings of XVIII International scientific conference “Theory and practice”. – Morrisville: Lulu Press, 2018. – Pp. 77 – 80. – Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/19363>.
9. Lyutviyeva Ya. P. Developing creative thinking in foreign language classes / Ya. P. Lyutviyeva // Vědecký pokrok na přelomu tisyachalety : materiály XVI Mezinárodní vědecko - praktická konference. Pedagogické vědy, 22-30 května 2020 r. – Praha : Publishing House “Education and Science”, 2020. – Vol. 7. – P. 63–69. – Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/23687>.

Information resources

10. Креативні індустрії: вплив на розвиток економіки України [Електронний ресурс]. – Режим доступу: <https://kse.ua/wp-content/uploads/2021/04/KSE-Trade-Kreativni-industriyi-Zvit.pdf>.
11. Сектор “Креативні індустрії” [Електронний ресурс]. – Режим доступу: <https://me.gov.ua/Documents/List?lang=uk-UA&id=994b0513-1759-4b3b-a80a-0e70f015017d&tag=СекторКреативнихИндустриі>.