

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
Менеджменту, логістики та інновацій
Протокол № 2 від 31.08.2023 р.



Каріна НЕМАШКАЛО

КРЕАТИВНЕ УПРАВЛІННЯ ПІДПРИЄМНИЦЬКОЮ ДІЯЛЬНІСТЮ
робоча програма навчальної дисципліни (РПНД)

Галузь знань	всі
Спеціальність	всі
Освітній рівень	перший (бакалаврський)
Освітня програма	всі

Статус дисципліни
Мова викладання, навчання та оцінювання

Вибіркова
Англійська

Розробник(и):
К.е.н. доцент

підписано КЕП

Вікторія ТОМАХ

К.е.н. доцент

Ірина ЛИТОВЧЕНКО

Завідувач кафедри
менеджменту, логістики та
інновацій, проф., д.е.н.

Олена ЯСТРЕМСЬКА

Харків
2023

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

APPROVED

at the meeting of the department
management, logistics and innovation
Protocol № 2 of 31.08.2023



Karina NEMASHKALO

CREATIVE MANAGEMENT OF ENTREPRENEURIAL ACTIVITIES

Program of the course

Field of knowledge	All
Specialty	All
Study cycle	first (bachelor)
Study programme	All

Course status	elective
Language	English

Developers:
Associate Professor
PhD (Economics)

Digitally signed

Victoriia TOMAKH

Associate professor
PhD (Economics)

Iryna LYTOVCHENKO

Head of Management,
Logistics and Innovation
Department

Olena IASTREMSKA

Kharkiv
2023

INTRODUCTION

The study of the discipline involves theoretical and practical preparation of students to solve specific tasks of creative management of entrepreneurial activity in the conditions of a market economy and provides an opportunity to acquire fundamental knowledge of the theoretical foundations of management, creative management, the foundations of entrepreneurial activity, practical skills of organizing entrepreneurial activity and the use of creative management methods.

The thematic plan of the educational discipline and its content by modules and topics are presented. Plans of lectures and practical classes, material for consolidating knowledge (independent work, control questions), criteria for evaluating students' knowledge, professional competences that a student must possess after studying the discipline are included.

The purpose of the educational discipline: is to acquire systematic knowledge of the theoretical foundations and organizational and methodological foundations of the formation and development of entrepreneurial activity using creative management.

The tasks of the academic discipline are:

mastering the basic provisions, concepts, types and features of conducting business activities;

formation of the ability and skills of starting and conducting business activities;

mastering the skills of organizing social entrepreneurship;

mastering creative management skills;

mastering business management skills using a creative approach;

formation of skills and abilities to identify bottlenecks in entrepreneurial activity and eliminate them with the help of creative management;

development of creative management strategies to improve the competitiveness of the enterprise.

The subject of the academic discipline is the peculiarities and regularities of the creation, functioning and development of enterprises in various spheres of entrepreneurial activity using creative management methods.

The object of the educational discipline is the process of managing the company's activities.

The results of training and competence formed by the educational discipline are defined in the table. 1.

Table 1

Competencies and learning outcomes by the course

Competences	Learning outcomes
1	2
Ability to determine the basics of entrepreneurial activity.	Use basic knowledge of the history of development and organization of entrepreneurial activity.
The ability to determine the peculiarities of organizational and legal forms of entrepreneurship	To use basic knowledge of the peculiarities of the organization and the discovery of various organizational and legal forms, types of entrepreneurship
Ability to form social entrepreneurship	Use basic knowledge of the peculiarities of the formation of social entrepreneurship

1	2
The ability to use creative management methods in the process of entrepreneurial activity	Use basic knowledge of creativity when organizing business activities
Ability to create a creative environment at the enterprise	Use knowledge of the peculiarities of the formation of a creative environment to make managerial decisions
The ability to determine the risks of entrepreneurial activity.	To use basic knowledge on the definition and assessment of business risks in the conditions of modern development

COURSE CONTENT

Topic 1. The essence and legal basis of entrepreneurial activity.

1.1. The essence of entrepreneurial activity.

The concept of entrepreneurial activity. Definition and essence of entrepreneurship, entrepreneurship as a special economic category, subjects of entrepreneurial activity. Object, subject and purpose of entrepreneurial activity. Definition of functions and principles of entrepreneurial activity.

1.2. The history of the emergence and development of entrepreneurial activity.

The history of entrepreneurship. Stages of the development of entrepreneurial activity, the contribution of Ukrainian scientists to the development of entrepreneurship. Methods of finding a business idea. Focal object method, analogy method.

1.3. Legislative framework of Ukraine regarding entrepreneurial activity.

The Constitution of Ukraine, legislative provision of entrepreneurial activity.

Topic 2. Organizational and legal forms and types of entrepreneurship.

Social entrepreneurship: the main development trends in modern conditions.

2.1. Organizational and legal forms and types of entrepreneurship

Organizational and legal forms of conducting business activities. Organizational and legal forms of entrepreneurship in the world and Ukraine. Advantages and disadvantages of individual forms. Justification of the choice of organizational and legal form. Registration of business activity. The process of creating your own business. Peculiarities of business registration depending on the chosen organizational and legal form. Charter of a private enterprise. The founding agreement and its structure.

2.2. Social entrepreneurship: the main development trends in modern conditions

The essence of social entrepreneurship, features of formation and development. The place of social entrepreneurship in improving the quality of life of the population.

Topic 3. The essence of creativity and its importance for business management.

3.1. Concept and essence of creativity.

The place of creativity in research and management activities. Peculiarities of entrepreneurial creativity. Formation of the creative potential of an entrepreneurial organization. A model of the creative potential of an entrepreneur.

3.2. Creativity as the main condition for creating innovations.

The concept of creative management, tasks, methods. Factors of influence

Topic 4. Methods of activating creative thinking in management.

4.1. Concepts and features of creative thinking.

Concept and necessity of creative thinking in entrepreneurial activity. Methods of generating innovative ideas. Advantages and disadvantages of non-algorithmic methods of creativity.

4.2. Conditions for the formation of creative thinking.

Formation of necessary conditions for activation of creative thinking. The concept of talent management from the standpoint of ensuring creativity.

Topic 5. Formation of a creative environment at the enterprise for making managerial decisions.

5.1. Concepts and features of the creative environment.

Components and functions of a creative environment when making managerial decisions.

5.2. Factors of formation of a creative environment.

The model of the company "Three I Corporation". The four R model. External barriers to the manifestation of creativity in the organization.

Topic 6. Basics of using intellectual property as a result of creative activity.

6.1. The essence of intellectual property.

The concept of intellectual activity. Intellectual capital. Objects of intellectual property.

6.2. Legal support for the use of intellectual property objects.

The relationship between creativity and the formation of intellectual property. World Intellectual Property Organization.

Topic 7. The main risks of entrepreneurial activity in modern conditions.

7.1. The essence and types of business risks.

Concept of risks, risk event, consequences of risk, attitude to risk. Types and features of economic, political, commercial, investment and production risks.

7.2. Assessment of business risks.

Risk coefficient, Statistical indicators of risk assessment, Expert methods of risk assessment, cost feasibility analysis method, method of using analogues.

7.3. Methods of reducing entrepreneurial risk.

Risk avoidance (risk avoidance), risk transfer (transfer to partners), risk localization (limitation), risk distribution, risk compensation.

Topic 8. Creativity as the basis of competitiveness of business entities.

8.1. Definition of the concept of competitiveness.

Theoretical foundations of competitiveness. Components and influencing factors.

8.2. The role of creativity in forming and increasing the competitiveness of objects of entrepreneurial activity.

The influence of creativity on the competitiveness of the enterprise.

The list of practical classes according to the course "Creative management of entrepreneurial activities" is given in the table. 2

Table 2

The list of practical studies

Name of the topic	Content
Topic 1. The essence of entrepreneurial activity	Discussion "Features of entrepreneurial activities in modern conditions"
Topic. Organizational and legal forms and types of entrepreneurship. Social entrepreneurship: the main development trends in modern conditions.	Work in small groups: Peculiarities of opening enterprises of various organizational and legal forms
	Discussion: The role of social entrepreneurship in modern conditions
Topic 3. The essence of creativity and its importance for business management.	"The role and importance of creative thinking in modern management"
Topic 4. Methods of activating creative thinking in management.	Mini training "Development of creative abilities in a group"
	Means of activation of creative thinking
Topic 5. Formation of a creative environment at the enterprise for making managerial decisions.	Means and tools for forming the creative environment of the enterprise
Topic 6. Basics of using intellectual property as a result of creative activity.	Structure of intellectual property
Topic 7. The main risks of entrepreneurial activity in modern conditions.	Methods of assessing the risks of entrepreneurial activity
Topic 8. Creativity as the basis of competitiveness of business entities	Creativity as a factor of enterprise competitiveness.

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

Table 3

List of self-studies

Name of the topic	Content
Theme 1 - 8.	Studying lecture material.
Theme 1 - 8.	Preparation for practical classes.
Theme 2 -7, 8.	Performance of individual educational and research tasks
Theme 1	Writing an essay, preparing for a discussion
Theme 6	Performing a creative task

The number of hours of lectures, laboratory studies and hours of self-study is given in the technological card of the course "Creative management of entrepreneurial activities".

TEACHING METHODS

In the process of teaching the course, the following teaching methods are used to achieve certain learning outcomes and intensify the educational process:

Verbal (lecture (Topic 1, 2, 4, 6-8), problem lecture (Topic 3), lecture-provocation (Topic 5).

Visual (demonstration (Topic 1-8).

Practical (practical work (Topic 1, 4, 6 - 8), case method (Topic 2, 3, 5).

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 a semester exam or 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: Individual research tasks (56 points), colloquium (24 points), presentation (20 points).

Semester control: Grading

More detailed information on the grading system is provided in the curriculum (flowchart) for the discipline "Creative Management of Entrepreneurial Activities".

RECOMMENDED BOOKS

Main

1. Брич В. Я. Креативний менеджмент : підручник / Брич В. Я., Корман М. М. ; Тернопіл. нац. екон. ун-т. - Тернопіль : ТНЕУ, 2018. - 219 с.

2. Шерман Л. Пока псы лают, коты побеждают. Менеджмент без догм [Текст] / Леонард Шерман пер. с англ. [А. Олейник]. - Київ : Альпіна Паблішер, 2020. - 399 с.

3. Назарова Г. В. Креативна економіка та менеджмент [Електронний ресурс] : навч. посіб. / Г. В. Назарова, Ю. В. Сотникова ; Харківський національний економічний університет ім. С. Кузнеця. - Х. : ХНЕУ ім. С. Кузнеця, 2018. - 159 с. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/20645>

4. The Handbook of Creativity & Innovation in Business. A Comprehensive Toolkit of Theory and Practice for Developing Creative Thinking Skills / Rouxelle de Villiers Auckland University of Technology, Auckland, New Zealand, 2022. - 460 p.

5. Bilton C. Management and Creativity: From Creative Industries to Creative Management / C. Bilton/ - 2006/ - 224 p.

Additional

6. Гріффітс К. Посібник із креативного мислення / Кріс Гріффітс, Меліна Кості. – Фабула, 2020. – 288 с.

7. Креативне лідерство: навчальний посібник / С. Ю. Пащенко, О. О. Сербін, С. П. Стоян, А. Ю. Трофімов, Д. В. Лукін; за ред. М. В. Ситницького. Київ : Національний центр розвитку креативного підприємництва КНУ ім. Т. Шевченка, Видавництво Ліга-К, 2020. – 100 с. – Режим доступу: https://ncse.knu.ua/books/NCSE_Course%20Guide_Creative%20Leadership.pdf

8. Креативна складова професійного мислення: теоретичний та практичний вимір [Текст] : монографія / Н. Ф. Шевченко, Н. М. Кучинова ; Запорізь. нац. ун-т, Західнодонбас. ін-т ПрАТ "ВНЗ "Міжрегіон. акад. упр. персоналом". - Павлоград : ІМА-прес, 2018. - 239 с.

9. Свидрук І. І. Концептуально-методологічні основи розвитку креативного менеджменту національного господарства України [Текст] : [монографія] / І. І. Свидрук. – Львів : Растр-7, 2018. – 447 с.

10. Томах В. В. Теоретичні аспекти креативності в управлінській діяльності / В. В. Томах // Конкурентоспроможність та інновації: проблеми науки та практики : міжнар. науково-практ. інтернет-конф. - 2022. – С. 653 – 655. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/28635>

11. Томах В. В. Цифрова трансформація управління підприємствами України у контексті сталого розвитку:інноваційні рішення, креативні технології / В. В. Томах, Т. Є. Сігаєва, М. В. Мартиненко // Академічні візії. – 2023. – № 18. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/29339>

Information resources

12. Креативна країна. Культурно-освітній проект. – Режим доступу: creativescountry.org

13. Сайт Персональних навчальних систем ХНЕУ ім. С.Кузнеця - дисципліна "Креативне управління підприємницькою діяльністю". – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=8824>