

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
соціальної економіки
Протокол № 21 від 29.01.2024 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи



Карина НЕМАШКАЛО

КРЕАТИВНА ЕКОНОМІКА та МЕНЕДЖМЕНТ
робоча програма навчальної дисципліни (РПНД)

Галузь знань **23 "Соціальна робота"**
Спеціальність **232 "Соціальне забезпечення"**
Освітній рівень **другий (магістерський)**
Освітня програма **"Управління соціальними проектами"**

Статус дисципліни **обов'язкова**
Мова викладання, навчання та оцінювання **англійська**

Розробник:
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Галина НАЗАРОВА

Гарант програми

Андрій СЕМЕНЧЕНКО

Харків
2024

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

APPROVED

at the meeting of the department
social economy
Protocol № 21 of 29.01.2024

AGREED

Vice-rector for educational and methodological
work



Karina NEMASHKALO

**CREATIVE ECONOMY and MANAGEMENT
Program of the course**

Field of knowledge	23 "Social work"
Specialty	232 "Social security"
Study cycle	second (master)
Study programme	"Management of social projects"

Course status
Language

**mandatory
english**

Developer:
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**Kharkiv
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INTRODUCTION

The current stage of development of society is characterized by the increasingly active penetration of creativity from the field of art and science in other areas of human activity. The sphere of management is no exception. In the theory of management recently more and more attention began to be paid to the problem of wide use of creative potential of managers and top managers of the enterprise. In modern western management, the management of the formation of new ideas is now referred to as creative management. The relevance of creative management is due to the fact that the transformation processes in which the organization is, are impossible without changing the requirements for the processes of creating new knowledge, professionalism, creativity, intellectual level of the organization. These changes should relate to: innovative abilities, the ability to resolve conflicts, the ability of management, to manage innovative teams, personal development based on new technologies to enhance thinking.

The purpose of the educational discipline is to form innovative thinking in graduate students, to master the tools of a creative approach to solving innovative tasks, to acquire knowledge and skills in the field of developing a creative environment and creating a creative organization.

The tasks of the academic discipline are:

definition of creative management as a scientific discipline and field of enterprise activity;

knowledge of the legal framework for the regulation of intellectual property protection in Ukraine and abroad;

knowledge and ability to implement in practice methods of activation of creative thinking;

motivating employees to creative activities using material and non-material methods;

knowledge and ability to create an effective creative team.

The object of the educational discipline is the process of making management decisions using a consistent set of procedures that form a general scheme of managing the creative process.

The subject of the academic discipline is the creative process and the peculiarities of its management.

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
LO 01	SC 06 SC 10
LO 02	GC 01
LO 03	GC 08
LO 04	GC 04

	GC 06 GC 07 GC 09 SC 05 SC 08 SC 10 SC 12 SC 16
LO 06	GC 01
LO 08	GC 01 GC 03 GC 07 GC 08 SC 08
LO 09	GC 04 GC 09 SC 03 SC 06 SC 10 SC 12
LO 10	SC 16
LO 14	GC 3 GC 9
LO 16	SC 10 SC 12
LO 20	GC 09 SC 08
LO 21	SC 10

Where, GC01. Ability to abstract thinking, analysis and synthesis.

GC 03. The ability to evaluate and ensure the quality of the work performed.

GC 04. Ability to communicate in a foreign language.

GC 06. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity).

GC 07. Interpersonal skills.

GC 08. Ability to show initiative and entrepreneurship.

GC 09. Ability to generate new ideas (creativity).

SC 03. Ability to implement methods and technologies of innovative practice and management in the social security system.

SC 05. Ability to demonstrate knowledge and own conclusions to specialists and non-specialists.

SC 06. Ability to establish social interaction, cooperation, prevent and resolve conflicts.

SC 08. The ability to optimize the processes of management decision-making in solving issues of social and economic assistance to disadvantaged categories of the population.

SC 10. The ability to express a professional identity and act according to the

values of a social worker.

SC 12. Ability to form a positive image of the profession, its status in society.

SC 16. The ability to apply theoretical and methodological tools for drawing up social reporting in the context of increasing corporate social responsibility.

LO01. To use modern theories, methodology and methods of social and other sciences in relation to the tasks of fundamental and applied research in the field of social protection.

LO02. To evaluate critically the results of scientific research and various sources of knowledge regarding social security, to formulate conclusions and recommendations regarding its implementation.

LO03. To apply the mastery of communication methods in the application of various forms of interaction and joint activity.

LO04. To use foreign sources when performing research and applied tasks, to express yourself in a foreign language, both orally and in writing.

LO06. Independently and autonomously to find information necessary for the development of professional skills and qualities.

LO08. To make decisions autonomously in difficult and unpredictable situations.

LO09. To organize the joint activities of specialists of various fields and non-professionals, to prepare them for the performance of social assistance tasks.

LO10. To explain and provide reasonable answers to the population regarding the forms, methods and means of providing social assistance, pension provision and insurance.

LO14. To demonstrate initiative, independence, originality, generate new ideas for solving tasks of professional activity.

LO16. To develop programs of training and exchange of experience in the system of social protection of the population.

LO20. To be able to assess social risks with the help of appropriate methods and to demonstrate acquired theoretical knowledge regarding their neutralization.

LO21. To be able to use modern information technologies in the provision of social services, to demonstrate acquired theoretical knowledge regarding the development and management of social projects in the context of the application of innovative techniques.

COURSE CONTENT

Content module 1. Creative economy: formation, development and initiating environment

Topic 1. The conceptual principles of the creative economy

- 1.1. The role of the creative economy in the modern business environment
- 1.2. The creative class as the "core" of the creative economy
- 1.3. The features of modern development of creative industries

Topic 2. The features of the formation of a creative economy in Ukraine and abroad

- 2.1. Formation of creative society as a prerequisite for the development of a creative economy
- 2.2. University as the basis for the development of a creative economy
- 2.3. The features of the development of creative economy in Ukraine

Topic 3. Protection of intellectual property rights in the creative economy

- 3.1. The concepts and types of confidential information
- 3.2. The sources of distribution and ways of protection of confidential information at enterprises
- 3.3. Regulatory and legal framework for the protection of confidential information and intellectual property

Topic 4. Creative management as a basis for building a creative economy

- 4.1. The essence and place of creative management in a creative society
- 4.2. The purpose, tasks and functions of creative management

Content module 2. The theoretical foundations of creative management

Topic 5. The process and nature of human thinking. The types of thinking

- 5.1. The approaches to the definition of the thinking process
- 5.2. The types of thinking
- 5.3. Creativity and creative thinking
- 5.4. Theories of thinking
- 5.5. The methods and techniques of cognition
- 5.6. Formation of effective thinking

Topic 6. Formation of a creative person

- 6.1. The essence of creativity and personality
- 6.2. The creative potential of the individual
- 6.3. Creative barriers and ways to overcome them
- 6.4. The features of a creative personality
- 6.5. The stages of the creative process
- 6.6. The forms of the discovery, development and using of creative potential

Topic 7. The creative type manager

- 7.1. The role of a manager in a modern organization
- 7.2. The characteristics of a creative type manager
- 7.3. Business coaching
- 7.4. Leadership models: charismatic and expert

Topic 8. Formation of creative environment at an organization

- 8.1. The process of moderating creative activity
- 8.2. Organization of the working environment at a creative organization

8.3. Corporate culture as an essential element in the formation of a creative environment

Topic 9. Integral intelligence as an object of management in creative management

9.1. The types of intelligence as an object of management

9.2. Formation of integral intelligence

9.3. The principles of the formation of integral intelligence, the concept of integrity

9.4. The methods for estimating integrity

Topic 10. Team building in creative management

10.1. The approach to understanding the term "team"

10.2. The principles of forming a creative team

10.3. The strategies for setting goals in a team formation

10.4. The techniques for group work in the team

Topic 11. Motivation of personalities of creative type

11.1. The motivational mechanism in innovative activity

11.2. The creative approach of a manager to motivation of the staff

11.3. The types of motivation of creative personalities

The list of practical (seminar) / laboratory 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	Providing definition of "creative economy" using the technology "senchen". Determine the level of creativity of a specialist by of testing.
Topic 2 Task 2	Research of regions of Ukraine by indicators of creativity: indices of tolerance, talent and technologies Round table on the topic: "The role of higher education institutions in the formation and development of a creative economy in Ukraine"
Topic 3 Task 3 Seminar	Solution of cases on definition of normative base in the decision of problems on protection of a parva of intellectual property 1. International standards for the protection of intellectual property rights 2. Protection of Intellectual Property Rights in Ukraine 3. Contrafaction and piracy as a global problem 4. Protection of copyright and related rights: domestic and foreign experience 5. Protection of trademark rights: domestic and foreign experience

	6. Protection of the rights to inventions: domestic and foreign experience
Topic 4 Task 4	Work in small groups on the place and role of creative management in the process of rebuilding the creative economy in Ukraine on the principle of "ABC".
Topic 5 Task 5	Applying the "synectic" method to solve a problem situation Applying the "6 hats" method to solve a problem situation
Topic 6 Task 6 Seminar	Implementation of the creative opportunities and creative barriers method 1. Comparative characteristics of existing methods of negotiation. 2. Application in the practice of the Socrates method. 3. Application in the practice of the Stirlitz method. 4. Application in practice of the three rounds method
Topic 7 Task 7	Defining types of employee leadership through tests. Role-playing game to determine the leadership qualities of managers
Topic 8 Task 8	Realization of the method of activating creative thinking "brainstorming" for solving the problem situation. Role Playing Game
Topic 9 Task 9	Realization of the method of activating creative thinking "brainstorming" for solving the problem situation. Role Playing Game
Topic 10 Task 10	Applying the "mental maps" method, "clusters" to solve a problem situation
Topic 11 Task 11	Role Playing Game "Find the best type of motivation"

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 literary sources on a given theme. Preparation of materials for calculating the global index of creativity using the R. Florida's method
Topic 2	Search, selection and review of literary sources on a given topic "The role of higher education institutions in the formation and development of a creative economy in Ukraine"
Topic 3	Preparation of short reports of up to three minutes on "the place and role of creative management in the process of rebuilding the creative economy in Ukraine" Essay writing
Topic 4-10	Search, selection and review of literary sources on a given topic
Topic 11	Preparing for writing a control work

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

Verbal (problematic lectures (Topic 2, 4), mini-lectures (Topic 9), seminars-discussions (Topic 3, 6)).

Visual (presentations (Topic 11), case method (Topic 3,7)).

Practical (practical work (Topic 1 - 11), work in small groups (Topic 5 - 11), brainstorming (Topic 8), role-playing games (Topic 8, 11)).

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 an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

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 exam, the final grade is the amount of all points received during the current control and the exam grade.

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

Current control: practical tasks (18 points), topic tasks (14 points), discussion seminars (6 points), written test (10 points), essay (3 points), individual task (9 points).

Semester control: Grading including Exam (40 points).

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

An example of an exam card and assessment criteria.

EXAMINATION TICKET No. 2

Tests

1. List the approaches to defining creative management known to you:

- A) scientific;
- B) functional;
- C) situational;
- D) systemic.

2. What is the difference between the concepts of "creativity" and "art"?

- A) these are identical concepts;
 - B) creativity is a personality trait, and art is the process of producing new ideas;
 - C) creativity – a component of art that is responsible for creating new ideas;
 - D) creativity is a component of art that must be managed
3. What groups of professions belong to the "super creative core"?
- A) programming, professions in the field of business, finance;
 - B) art, design, sports, mass media;
 - C) professions in the field of health care, business, sales
4. List the main characteristics of a creative society:
- A) investing in creativity;
 - B) individual work;
 - C) flexible work schedule;
 - D) development of venture capital;
 - D) development of innovative infrastructures;
5. Which of the methods of illegal acquisition of information known to you are intentionally illegal in nature?
- A) disclosure;
 - B) leakage;
 - C) unauthorized access;
6. In the framework of which approach, creative management is considered as a set of management relations between managers and subordinates?
- A) systemic;
 - B) administrative;
 - C) behavioral;
 - D) situational
7. What types of thinking can be distinguished according to the criterion of dynamism?
- A) dogmatic, stereotyped, flexible;
 - B) theoretical, technocratic, empirical;
 - C) critical, positive, scientific
8. What theories of thinking do you know?
- A) genetic;
 - B) introspective;
 - C) psychoanalysis;
 - D) Freudism;
 - D) neoclassicism;
 - E) NLP
9. A method of cognition based on the transfer of one or a number of properties from a known phenomenon to an unknown one:
- A) comparison;
 - B) analogy;
 - C) hypothesis
10. What psychological blocks and fixations can be classified as creative barriers?

- A) emotional;
- B) perception;
- C) environment;
- D) cultural;
- D) physiological

Diagnostic task

According to the contract, the Kharkiv Mechanical Plant handed over to the company "Perspektiva" a set of design documentation developed by its specialists for the manufacture of a device for determining the content of nitrates in vegetables and fruits. According to the terms of the contract, the plant, in addition to documentation, also undertook to supply the company with special technological equipment, to train its specialists to master development, and to transfer experience in setting up the technological process. On the basis of the contract and the tax legislation of Ukraine, the accounting department of the company in the reporting documents reduced the taxable gross profit received by the company for the reporting period by the amount of costs for the acquisition of "know-how". The state tax inspectorate of the district discovered this during the inspection and fined the company, motivating its decision by the fact that the relations between the parties were regulated not by a "know-how" contract, but by a sales contract. Disagreeing with the fine, the society filed a complaint with the city tax administration.

Analyze the legal position and arguments of the dispute and answer the questions:

What is recognized as a "know-how" contract, what are its features and legal nature?

What are the common features and differences between "know-how" and sales contracts?

Heuristic task

Using the method of "control questions" to offer a new type of product in the fast food chain.

Evaluation criteria

The examination ticket for the academic discipline "Creative Economy and Management" includes 10 tests and 2 practical tasks of different levels of complexity, namely diagnostic and heuristic tasks.

Each of the tasks is evaluated with a certain number of points, according to their level of difficulty. The total number of points is 40 points.

Tests.

The maximum number of points is 10.

A correct answer to a test question is valued at 1 point.

Diagnostic task.

The maximum assessment of the task is 10 points, of which:

- 5 – the correct methodical approach, knowledge of the competence approach;
- 3 – correct solution of case situations;
- 2 - execution of the task solution

Heuristic task.

The maximum assessment of the task is 20 points, of which:

- 2 – possession of theoretical knowledge and its application to solve the given problem;
- 3 – consistency and argumentation of the presentation of the material;
- 5 – application of a creative approach to solving the given problem;
- 5 – originality of the approach to task performance and presentation of results;
- 5 – availability of well-founded conclusions regarding the solution of the problem.

RECOMMENDED LITERATURE

Main

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Additional

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Informational resources

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12. Кодекс законів про працю [Електронний ресурс] // Відомості Верховної Ради УРСР. – Режим доступу : <http://zakon2.rada.gov.ua/laws/show/322-08>.

13. Креативна економіка та менеджмент : сайт персональних навчальних систем [Електронний ресурс] / Режим доступу : <https://pns.hneu.edu.ua/course/view.php?id=1839>

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