

"APPROVE"

at a meeting of Social Economy Department
Protocol № 4 dated 25.10.2021

Developers:

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Letter of renewal and re-approval of the work program of the discipline

Academic year	Date of the meeting of the department of work program`s developer	Protocol number	Signature of the head of the department

Abstract of the discipline

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.

Characteristics of the discipline

Course	2
Semester	4
Number of ECTS credits	5
Form of final control	test

Structural and logical scheme of studying discipline

Prerequisites	Postrequisites
Microeconomics	
Macroeconomics	

Competences and learning outcomes of the discipline

Competences	Learning outcomes
Ability to determine the features of the development of the creative class, creative industries	To be able to calculate the index of creativity in countries, regions, draw appropriate conclusions
Ability to identify types of confidential information and sources of its dissemination	To form a system of protection of confidential information at the enterprise
Ability to identify ways to motivate creative workers	To form a model of motivation of creative employees of the organization taking into account individual features
Ability to apply management methods to innovation teams	To use various methods of activating creative potential, taking into account the peculiarities of the internal and external environment
Assess the level of integrativeness and creativity of the organization	Identify the level of integrativeness and creativity based on the results of the analysis

Curriculum of the discipline

Section 1. Creative economy: formation, development and initiating environment

Theme 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

Theme 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

Theme 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

Theme 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

Section 2. The theoretical foundations of creative management

Theme 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

Theme 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

Theme 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

Theme 8. Formation of a 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

Theme 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

Theme 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

Theme 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 classes, as well as questions and tasks for independent work are given in table "Rating plan of the discipline".

Teaching and learning methods

The teaching of the discipline involves the use of active and interactive teaching methods - business and role-playing games, trainings, seminars in active form, case studies, round tables, moderation.

Problem lectures (topics 2, 4) - aimed at developing students' logical thinking and are characterized by the fact that the range of issues is limited to two or three key points, students' attention is focused on material not reflected in textbooks, the experience of foreign educational institutions with distribution students during lectures of printed material and highlighting the main conclusions on the issues under consideration. When lecturing, students are given questions for independent reflection, but the lecturer answers them himself, without waiting for answers from students. The system of questions during the lecture plays an invigorating role, forcing students to concentrate and start thinking actively in search of the right answer.

Mini-lectures (topic 9) - provide a presentation of educational material for a short period of time and are characterized by considerable capacity, complexity of logical constructions, images, proofs and generalizations. Mini-lectures are usually held as part of a study session.

Work in small groups (topics 5-11) - is used to enhance the work of students during seminars and practical classes. These are the so-called psychological comfort groups, where each participant plays a special role and complements others with certain qualities. The use of this technology makes it possible to structure practical seminars by form and content, creates opportunities for each student to participate in the work on the topic of the lesson, provides the formation of personal qualities and experience of social communication.

Discussion seminars (topics 3, 6) - involve the exchange of views of participants on this topic, as well as develop thinking, help to form views and beliefs, develop the ability to formulate opinions and express them, learn to evaluate other people's suggestions, critically approach their own views.

Brainstorming (topic 8) is a method of solving urgent tasks in a very limited time. Its essence is to express as many ideas in a short period of time, discuss and carry out their selection.

The case method (method of analysis of specific situations) (topics 3, 7) allows to bring the learning process closer to the real practical activities of specialists and provides consideration of production, management and other situations, complex conflicts, problem situations, incidents in the study of educational material.

Presentations (topic 11) - speeches to the audience - are used to present certain achievements, the results of the group, a report on the implementation of individual tasks, briefings, demonstrations of new products and services.

Role-playing games (topics 8, 11) - a form of activation of students, in which they are involved in the process of solving a certain production situation as direct participants in events.

The procedure for evaluating learning outcomes

Assessment of learning outcomes in the discipline "Creative Management" is based on the cumulative (100-point) assessment system.

Evaluation is carried out by the following types of control:

current control that takes place during the semester during lectures, practical classes and is estimated by the amount of points scored (maximum amount - 100 points; the minimum amount that allows a student to get credit - 60 points);

final / semester control, is carried out in the form of a test. The test is set as the total amount of points scored on the results of the current control.

Current control includes evaluation of students' work during practical classes:

performance by the student of practical tasks, participation in discussions. Each practical task is estimated at 4-5 points. The maximum score is given in the presence of reasonable conclusions and timely delivery of the task. Total number of points 51.

participation in seminars-discussions. Each report is evaluated in 7 points. The maximum score is given with active participation in the discussion - 8. Total points 16.

current control work, the maximum is estimated at 10 points. The theoretical part of the test is performed in the PNS and contains questions of different levels of complexity in accordance with the topics of the content module. The maximum score is 5 points. The practical part is performed in the classroom and contains heuristic and diagnostic components. The maximum score is given in the presence of a complete, correct answer and reasonable conclusions. The maximum score for the practical component - 5 points The total number of points for tests - 20;

independent work:

essay execution. Students must demonstrate the ability to draw sound conclusions, to have a conceptual and categorical apparatus of the discipline. The maximum score for the essay - 3 points;

performance of an individual task. Students must demonstrate a creative approach, the ability to work in a team, and work with the audience. The defense of an individual task requires a presentation. Total number of points 10.

The general criteria by which the assessment of extracurricular independent work of students is carried out are the following: depth and strength of knowledge in accordance with the basic concepts, level of thinking; ability to systematize knowledge on individual topics; ability to draw sound conclusions, have a categorical apparatus, skills and techniques for performing practical tasks; ability to find the necessary information, to carry out its systematization, processing and analysis; self-realization in practical classes.

The final control of knowledge and competencies of students in the discipline is carried out on the basis of summation of grades for all types of control that took place during the semester.

A student should be considered certified if the sum of points obtained as a result of the final / semester performance test is equal to or exceeds 60. The minimum possible number of points for current and modular control (and therefore credit) during the semester - 60 and the maximum possible number of points - 100.

The final grade in the discipline is calculated taking into account the points obtained during the current control of the accumulative system. 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 test "Statement of performance" of the discipline.

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

Grade scale: national and ECTS

The sum of points for all types of educational activities	Rating ECTS	Score on a national scale	
		for exam, course project (work), practice	for test
90 – 100	A	perfectly	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	satisfactorily	not credited
35 – 59	FX	unsatisfactorily	

Rating plan of the discipline

Topic	Forms and types of education	Forms of evaluation	Max points	
Topic 1.	<i>Classroom work</i>			
	Lecture	The conceptual principles of the creative economy	Work on lectures	
	Practical lesson	Providing definition of "creative economy" using the technology "senchen". Determine the level of creativity of a specialist by of testing.	Active participation	3
	<i>Individual work</i>			
	Questions and tasks for self-study	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	Homework check	
Topic 2.	<i>Classroom work</i>			
	Lecture	The features of the formation of a creative economy in Ukraine and abroad	Work on lectures	
	Practical lesson	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"	Active participation	4
	<i>Individual work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic "The role of higher education institutions in the formation and development of	Homework check	

		a creative economy in Ukraine"		
Topic 3	<i>Classroom work</i>			
	Lecture	Theme 3. Protection of intellectual property rights in the creative economy	Work on lectures	
	Practical lesson	Solution of cases on definition of normative base in the decision of problems on protection of a parva of intellectual property	Active participation	5
	Seminar	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	Active participation	1
			Report	7
<i>Individual work</i>				
Questions and tasks for self-study	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	Homework check	3	
Topic 4.	<i>Classroom work</i>			
	Lecture	Creative management as a basis for building a creative economy	Work on lectures	
	Practical lesson	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".	Active participation	5
		Writing control work, Perform tests on the PNS website	Control work Tests	10
	<i>Individual work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check		

Topic 5.	<i>Classroom work</i>			
	Lecture	The process and the nature of the human thinking. The types of thinking	Work on lectures	
	Practical lesson	Applying the "synectic" method to solve a problem situation Applying the "6 hats" method to solve a problem situation	Active participation	4
	<i>Individual work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	1
Topic 6.	<i>Classroom work</i>			
	Lecture	Formation of a creative person	Work on lectures	
	Practical lesson	Implementation of the creative opportunities and creative barriers method	Active participation	4
	Seminar	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	Active participation	1
			Report	7
<i>Individual work</i>				
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Topic 7.	<i>Classroom work</i>			
	Lecture	Creative type manager	Work on lectures	
	Practical lesson	Defining types of employee leadership through tests. Role-playing game to determine the leadership qualities of managers	Active participation	4
	<i>Individual work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Topic 8.	<i>Classroom work</i>			
	Lecture	Formation of creative environment at an organization	Work on lectures	
	Practical lesson	Realization of the method of activating creative thinking "brainstorming" for solving the problem situation. Role Playing	Active participation	4

		Game		
	<i>Individual work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Topic 9.	<i>Classroom work</i>			
	Lecture	Integral intelligence as an object of management in creative management	Work on lectures	
	Practical lesson	Realization of the method of activating creative thinking "brainstorming" for solving the problem situation. Role Playing Game	Active participation	4
	<i>Individual work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Topic 10.	<i>Classroom work</i>			
	Lecture	Team building in creative management	Work on lectures	
	Practical lesson	Applying the "mental maps" method, "clusters" to solve a problem situation	Active participation	4
	<i>Individual work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Topic 11.	<i>Classroom work</i>			
	Lecture	Motivation of personalities of creative type	Work on lectures	
	Practical lesson	Role Playing Game "Find the best type of motivation"	Active participation	9
		Захист індивідуального завдання	Individual task	10
		Написання письмової контрольної роботи	Control work	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Performing tests on the PNS website	Tests	5
Total			100	

Recommended Books

Main

1. Брич В.А., Корман М.М. Креативний менеджмент : підручник / В.А. Брич, М.М. Корман. – Тернопіль: ТНЕУ, 2018. – 213 с.
2. Колюжна В.О. Креативний менеджмент: конспект лекцій / В.О. Колюжна. – Миколаїв: МНАУ, 2018. – 61 с.
3. Назарова Г.В. Креативна економіка та менеджмент: навчальний посібник / Г.В. Назарова, Ю.В. Сотнікова. – Х. : Вид. ХНЕУ ім. С. Кузнеця, 2018. – 160 с.
4. Самокиш О.В. Креативний менеджмент : навчальний посібник / О.В. Самокиш. – Київ: Кондор, 2018. – 204 с.
5. Флоріда Р. Homo creativus. Як новий клас завойовує світ / Р. Флоріда. – Київ: Наш формат, 2018. – 380 с.

Additional

6. Ковальова В.І. Креативний менеджмент як важлива складова інноваційного підприємництва / В.І. Ковальова // Молодий вчений. – 2018. - № 1 (53). - с. 896-899
7. Кузнецова Н.Б. Концептуальні основи формування та розвитку креативних кластерів / Н.Б. Кузнецова // Web of Scholar. – 2018. – №2(20). – С.7-11.
8. Свидрук І. І. Концептуально-методологічні основи розвитку креативного менеджменту національного господарства України: монографія / І. І. Свидрук. – Львів: Растр-7, 2018. – 450 с.
9. Свидрук І. І. Соціально-економічні аспекти креативного менеджменту / І. І. Свидрук // Науковий вісник НЛТУ України. – Львів : Вид. НЛУУ, 2018. – Т. 28, № 4. – С.108-111.
10. Сотнікова Ю.В. Креативність як сучасний фактор виробництва / Ю.В. Сотнікова // Сучасні проблеми управління підприємствами: теорія і практика : матеріали Міжнародної науково-практичної конференції. –Х.: Видавець ФОП Панов А.М., 2019. – 215-218.
11. Sotnikova Yu. Using of crowdsourcing in a modern creative economy / Sotnikova Yu., Stepanova E., Kasmin D., Nazarov N., Semenchenko A. // Espacios. – 2020. – № 41. – P. 20-33.
12. Sotnikova Yu. Features of creative clusters formation in Ukraine / Yu/ Sotnikova, E. Stepanova, N. Nazarov, A. Semenchenko // Ikonomicheski Izsledvania. –2021. – №5. – P.89-104.

Informational resources

13. Новинки креативного середовища [Електронний ресурс]. – Режим доступу : <http://www.liga.net/>.
14. Кодекс законів про працю [Електронний ресурс] // Відомості Верховної Ради УРСР. – Режим доступу : <http://zakon2.rada.gov.ua/laws/show/322-08>.
15. Креативна економіка та менеджмент : сайт персональних навчальних систем [Електронний ресурс] / Режим доступу : <https://pns.hneu.edu.ua/course/view.php?id=561416>. Хохлов В.В. Оценка эффективности использования финансов предприятий в условиях рыночной экономики [Електронний ресурс] / Режим доступу : <http://www.cis2000.ru/publish/>.

17. Економічний словник [Електронний ресурс] // Бібліотека економіста. – Режим доступу : <http://www.library.if.ua/>.

18. Статистична інформація [Електронний ресурс] / Державний комітет статистики України. – Режим доступу : www.ukrstat.gov.ua.