

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
креативного менеджменту і
дизайну
Протокол №1 від 01.09.2025 р.

НОГОДЖЕНО

Проректор з навчально-методичної
роботи

Каріна НЕМАШКАЛО



**SUCCESS CAREER SOFT SKILLS / SOFT SKILLS ДЛЯ
УСПІШНОЇ КАР'ЄРИ
робоча програма навчальної дисципліни (РПНД)**

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

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Розробник:
д.е.н.,
професор

Тетяна БЛИЗНЮК

Завідувач кафедри
креативного
менеджменту і дизайну

Тетяна БЛИЗНЮК

**Харків
2025**

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

APPROVED

at the meeting of the
Creative Management and
Design Department
Protocol № 1 of 01.09.2025



AGREED

Vice-rector for educational and methodical
work

Karina NEMASHKALO

**SUCCESS CAREER SOFT SKILLS
Program of the course**

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

Course status	elective
Language	English

Developers:
Doctor in Economics
Professor



Tetyana BLYZNYUK

Head of Creative
Management and Design
Department



Tetyana BLYZNYUK

**Kharkiv
2025**

INTRODUCTION

Soft skills are a set of non-specialized, super-professional skills that are responsible for successful participation in the work process, high productivity and, unlike specialized skills, are not related to a specific field. These skills are related to the personal qualities of a particular person. They are necessary for successful functioning in society in general and are universal for all professions. Only by combining a huge set of professional skills with social and communicative abilities, cognitive skills, personality attributes and components of emotional intelligence, a highly qualified competitive professional specialist is formed.

The purpose of the course is formation of competences regarding applied skills and skills in the formation, development, and use of soft skills in the professional sphere.

The tasks of the course are:

development of the student's ability to self-organize and self-manage; improvement of critical and reflective thinking, leadership qualities, communication skills and the ability to work in a team;

formation of the ability of effective interpersonal interaction, acceptance decisions, goal setting and achievement of complex multi-level goals of personal, professional and career development.

The object of study of the discipline is the process formation of soft competences in the professional sphere.

The subject of the academic discipline is the principles, forms and methods of development of the ability to self-organize and self-manage, critical and reflective thinking, leadership qualities, communication skills, goal setting and achievement of complex multi-level goals of personal, professional and career development

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
Identify, analyze and evaluate information necessary for setting and solving both professional tasks and personal development	Ability to conduct research at the appropriate level, Ability to generate new ideas (creativity), ability to assess and ensure the quality of work performed, ability to plan, justify and discuss the results of the research, ability to solve socio-cultural problems under uncertain conditions and requirements and to provide scientifically based, professional recommendations and conclusions, ability to quickly adapt to the challenges of the times, to specific conditions and areas of professional activity

Use in practice the professional scientific and terminological apparatus, be able to present the results of the work performed	Ability to communicate in a foreign language, ability to conduct research at the appropriate level, ability to generate new ideas (creativity).
To be able to collect and integrate evidence of one's own research position, justify the results of practices, present and defend one's own opinion on the results of research and innovation	Ability to communicate in a foreign language, ability to conduct research at the appropriate level, ability to make well-grounded decisions, ability to quickly adapt to the challenges of the times, to specific conditions and areas of professional activity
Present and discuss the results of scientific and applied research, socio-cultural strategies and projects in the state and foreign languages	Ability to communicate in a foreign language, ability to work in an international context, ability to quickly adapt to the challenges of the times, to specific conditions and areas of professional activity

COURSE CONTENT

Content module 1: *Personal soft skills*

Topic 1. Content and features of "soft skills" and "hard skills" in professional activities

- 1.1. Soft skills and hard skills. History. Main differences.
- 1.2. How to improve your hard and soft skills. Soft skills training. Hard skills training.
- 1.3. How hard skills and soft skills affect your career. What affects career success? What employers specifically want to see

Topic 2. Presentation skills and self-presentation

- 2.1. Communicative competence as a reliable foundation of healthy interpersonal relationships and professional success. Components of active listening: active listening, concentration, understanding, memorization, critical analysis, fact.
- 2.2. Recommendations on the content and design of multimedia presentations. The effectiveness of the presentation due to the implementation of generally accepted stages (4 "P"): planning, preparation, practice and presentation.

Topic 3. Personal development and self-realization

- 3.1. Personal development. Stages.
- 3.2. Self-realization. Life values and priorities. Professional self-realization.

Content module 2: *Interpersonal soft skills*

Topic 4. Emotional intelligence and positive thinking

- 4.1. The essence and components of emotional intelligence as the most important social experience. Signs of emotional intelligence: self-awareness, self-regulation, empathy, social skills. Problems with emotional intelligence: misunderstanding of intentions and mood, emotional state and motivation.

- 4.2. Emotional intelligence in long-term planning: setting priorities and goals, strategic allocation of resources and tactics of immediate actions (Thinking two steps ahead).
- 4.3. Psychological training or psychotherapy are tools on the way to self-knowledge.

Topic 5. Creativity as a way of thinking

- 5.1. Creative Thinking as a structured path to success and achievement.
- 5.2. The framework for structured creative thinking.

Topic 6. Management: time-, self-, stress-, impression-

- 6.1. Time-management.
- 6.2. Self-management.
- 6.3. Stress-management.
- 6.4. Impression-management.

Topic 7. Career building technologies. Network

- 7.1. The role of networking in building a career.
- 7.2. Building a professional network.

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 task	Content
Topic 1-4. Task 1. CV	Preparation of CV with free template. Review the CV of your colleague. Improve your CV
Topic 5. Task 2. Strong network	Writing recommendation for cultivating a strong network
Topic 6-7. Task 3. Personalized action plan	Creation of personalized action plan. Review the action plan of your colleague Improve your action plan.
Topic 1-7. Essay. How you can develop the career you want	Writing an essay with an explanation how to develop the career you want

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

Table 3

List of self-studies

Name of the topic	Content
Topic 1-7	Search, selection, and review of literature on a given topic
Topic 1-7	Preparation essay
Topic 1-7	Preparation for practical classes
Topic 1-7	Performing presentations of competency-oriented tasks
Topic 1-7	Preparing 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:

Verbal (lecture-discussion (Topic 1–7), small group work (Topic 1, Topic 2, Topic 3).

Visual (demonstration (Topic 1–7)).

Practical (individual work (Topic 4–7), group works (Topic 1–3).

FORMS AND METHODS OF ASSESSMENT

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

Current control is carried out during lecture, practical and seminar classes and has the purpose of checking the level of preparedness of the student of higher education for the performance of specific work and is evaluated by the sum 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 the semester control and certification of the student.

Semester control is carried out in the form of grading.

The final grade by academic discipline is determined by:

- 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: competence-oriented task 1 (20 points); competence-oriented task 2 (10 points); competence-oriented task 3 (10 points); essay (20 points); final test (40 points).

Semester control: Grading.

More detailed information about the evaluation system is provided in the technological card of the course.

RECOMMENDED LITERATURE

Main

1. Електронний підручник «Soft Skills», розроблений в межах міжнародного проекту Tempus Impress Project “Improving the Efficiency of Student Services” funded by the European Commission and lasts from October 15, 2012 October 14, 2015 (Project number 530534-TEMPUS-1-2012-1-UK- 12 TEMPUS-SMGR). URL: <http://psydilab.univer.kharkov.ua>

2. Навчальна практика Soft Skills Hard Skills: навчальний посібник / К. О. Коваль, О. В. Мельник, О. В. Бурдейна, Р. С. Белзецький, О. М Косарук. Вінниця : ВНТУ, 2017. 76 с.

Additional

3. Богдан Ж. Теоретичне обґрунтування розвитку soft skills студентської молоді / Ж. Богдан // Exploring the digital landscape: interdisciplinary perspectives : monograph. -Katowice: The University of Technology in Katowice Press. - 2024. P. 224-238. URL: <http://repository.hneu.edu.ua/handle/123456789/34166>

4. Богдан Ж. Комунікативна гнучкість як компонент soft skills майбутніх фахівців у контексті психосоціальної ковітальної взаємодії / Ж. Богдан // Особистість і суспільство: психосоціальні виміри ковітальної взаємодії: матеріали III Всеукраїнської науково-практичної конференції, 30 квітня 2025 р. : тези допов. – Тернопіль : ЗУНУ, 2025. – С. 96-98. URL: <https://repository.hneu.edu.ua/handle/123456789/37121>

5. Богдан Ж. Програма розвитку комунікативних soft skills майбутніх фахівців / Ж. Богдан // Вісник ХНПУ імені Г.С. Сковороди. Психологія. – 2025. – Вип. 72. – С. 159-175. URL: <https://repository.hneu.edu.ua/handle/123456789/35994>

6. Кінас І. О. Емоційний інтелект як ключовий софт-скіл сучасного співробітника / І. О. Кінас // Національні інтереси України”: науково-практичний журнал. – 2025. – № 6(11). – С. 567-579. [Електронний ресурс] URL: <https://repository.hneu.edu.ua/handle/123456789/36876>

7. Муромець В. Топ-5 Soft Skills для успішності у житті та кар’єрі. URL: https://kubg.edu.ua/images/stories/podii/2017/02_17_konferenciya_molodizhna_nauka_v_ukr/7_Top5_Soft_Skills.pdf

8. Пліско О. В. Розвиток емоційного інтелекту в умовах кризи / О.В.Пліско, Мельникова С. // Актуальні проблеми психології, бізнесу та управління у сучасному світі : збірник матеріалів Міжнародної науково-практичної онлайн-конференції, 18-19 грудня 2025 р. : тези допов. - Україна, США, Бразилія, Приватний навчальний заклад Інститут психології і підприємництва, 2025. - С. 160-164. [Електронний ресурс] URL: <https://repository.hneu.edu.ua/handle/123456789/38654>

9. Пліско О. В. Лідерство в психології кар’єри / О.В. Пліско // Актуальні проблеми психології, бізнесу та управління у сучасному світі : збірник матеріалів Міжнародної науково-практичної онлайн-конференції, 18-19 грудня 2025 р. :

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10. Afanasieva N. Distinctive aspects of subjective evaluation of the effectiveness of psychological support for higher education students / N. Afanasieva, N. Falko, I. Ostopolets // Insight: the psychological dimensions of society. – 2025. - № 13. – P. 348–372. URL: <https://repository.hneu.edu.ua/handle/123456789/36282>

11. Gale A.J., Duffey M.A., Park-Gates S. and Peek P.F. Soft Skills versus Hard Skills: Practitioners Perspectives on Interior Design Interns. Journal of Interior Design. 1017. 42. P. 45-63. DOI: <https://doi.org/10.1111/joid.1210>.

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13. Psychology of Soft Skills of the Future Specialist [Electronic resource] : monograph / Zh. Bogdan ; Simon Kuznets Kharkiv national university of economics. – E-text data (7,12 МБ). – Kharkiv : S. Kuznets KhNUE, 2025. – 214p. : il. – The title screen. – Referenc. : p. 210-214. URL: <https://repository.hneu.edu.ua/handle/123456789/36011>

Information resources

14. Політика формування та розвитку soft skills. – URL: <https://www.medkol.cv.ua/polityka-formuvannia-soft-skills/>

15. Multilingual Jobs Worldwide. – URL: <https://www.multilingualjobsworldwide.com/>