



SYLLABUS OF THE DISCIPLINE "CREATIVE MANAGEMENT"

	Educational Programme	Level of higher education	Field of study; specialty	Discipline status																																																					
	«Management»	second (master's degree)	07 "Management and administration" 073 "Management"	Selective component (variable)																																																					
Information about the teacher		Year of study and term	Scope of the discipline, final control	Language of instruction																																																					
PhD in Political Science, associate professor T. V. Zholonko, t_zholonko@meta.ua		1 st year, 2 nd term	4 credits (120 hours), Lectures: full-time – 34 hours (part-time – 6 hours), Practical classes: full-time – 17 hours (part-time – 4 hours), Independent work: full-time – 69 hours (part-time – 110 hours), credit	Ukrainian																																																					
Purpose and objectives of the discipline			Content of the discipline																																																						
<p>The purpose of the discipline: to form innovative thinking, a creative approach to solving management problems; to acquire knowledge and skills in developing a creative environment in the organization.</p> <p>Objectives of the discipline: to characterize the content and structure of creative management, its place in the system of management sciences, to outline the basic laws of creative processes generalized in theory and practice; to familiarize with various ways to activate creative abilities, establish a creative environment in the organization, and effectively solve non-standard problems.</p>			<p>Content module 1: The essence and features of creative management Topic 1: The essence of creativity in business. The concept of creative management. Topic 2. The place of thinking in research and management activities. Thinking and creative potential of the individual. Topic 3. Lateral thinking and conscious creativity in business. Topic 4. Creative manager.</p> <p>Content module 2. Formation of a creative environment at the enterprise Topic 5. Formation of a creative environment in the organization. Topic 6. Technology for making creative management decisions. Topic 7. Motivation of creative personalities. Topic 8: Teaching creativity.</p>																																																						
Integral and general competencies	Special (professional) competencies		Programme learning outcomes																																																						
GC 6 Ability to generate new ideas (creativity); GC 7 Ability to abstract thinking, analysis and synthesis	SC 3 Ability for self-development, lifelong learning, and effective self-management; SC 6 The ability to form leadership qualities and demonstrate them in the process of managing people; SC 8 Ability to use psychological technologies of work with staff SC 9 Ability to analyze and structure organizational problems, make effective management decisions and ensure their implementation;		PLO 4 Justify and manage projects, generate business ideas; PLO 6 Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility; PLO 10 Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional tasks; PLO 11 To ensure personal professional development and planning of own time;																																																						
Evaluation of learning outcomes			Learning methods																																																						
Assessment of the knowledge of students of all forms of education is assessed in the range of 100 points exclusively on the basis of the results of ongoing and intermediate (module) control. The results of the credit are evaluated and translated into the national two-level grading system ("passed" or "failed") and the corresponding ECTS grades			Lectures, presentations, seminars (practical classes), discussion of problematic issues, preparation of presentations, writing essays, business games and other forms of group work, tests, independent work, work with scientific and educational literature, information and Internet resources																																																						
For students of full-time education			Scale of evaluation of the final (term) control: national and ECTS																																																						
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="10">Ongoing assessment and independent work</th> <th rowspan="3">Credit in total</th> </tr> <tr> <th colspan="5">Content module 1</th> <th colspan="5">Content module 1</th> </tr> <tr> <th>T 1</th><th>T 2</th><th>T 3</th><th>T 4</th><th>MTW1</th> <th>T 5</th><th>T 6</th><th>T 7</th><th>T 8</th><th>MTW2</th> </tr> </thead> <tbody> <tr> <td>5</td><td>5</td><td>5</td><td>5</td><td>30</td> <td>5</td><td>5</td><td>5</td><td>5</td><td>30</td> <td>100</td> </tr> <tr> <td colspan="4" style="text-align: center;">20</td> <td style="text-align: center;">30</td> <td colspan="4" style="text-align: center;">20</td> <td style="text-align: center;">30</td> <td style="text-align: center;">100</td> </tr> </tbody> </table>					Ongoing assessment and independent work										Credit in total	Content module 1					Content module 1					T 1	T 2	T 3	T 4	MTW1	T 5	T 6	T 7	T 8	MTW2	5	5	5	5	30	5	5	5	5	30	100	20				30	20				30	100
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T1, T2... T8 – Content module topics. MTW- intermediate module test work																																																									
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Suggested reading list (basic)																																																									
<ol style="list-style-type: none"> Гринчук Ю. С., Коваль Н. В. Креативний менеджмент : навч. посіб. (практикум). Біла Церква : Білоцерківдрук, 2021. 150 с. Божидарнік Т. В., Василик Н. М. Креативний менеджмент : навч. посіб. для студентів ВНЗ. Херсон : ОЛДІ - плюс, 2019. 498 с. Брич В. Я., Корман М. М. Креативний менеджмент [Текст] : підруч. Тернопіль : ТНЕУ, 2018. 220 с. 																																																									