

# COURSE SYLLABUS

## CREATIVE MANAGEMENT

Degree of higher education first (bachelor)

Specialty 073 Management

Educational program Management

Course status – compulsory.

Instructor: Bondarenko Svitlana, Ph.D., Associate Professor of Management and Public Administration

### 1. Course description

Semester: 8

Scope: total number of hours - 90, including lectures - 24 hours, practical - 24 hours, independent work - 42 hours; number of ECTS credits - 3.

**Course objectives – mastering competencies/abilities** - acquisition of competencies by future managers formation and use of creative thinking, generating ideas, mastering the tools of a creative approach to solving management problems, acquiring knowledge and skills in the development of creative environment and creating a creative organization.

#### Learning outcomes of the course:

*know:* categories and concepts of creative management; components of the creative potential of the individual and the enterprise; methods of developing thinking, intelligence, intuition, imagination and imagination; methods of activating the creative potential of the individual and generating ideas, approaches to the formation and development of a creative team; development of motivation for creative activity and self-organization; acquisition of skills in forming a strategy for the development of creative potential and creative organizational culture in the organization.

*be able:* to form an effective system of creative management at the enterprise; apply techniques for the development of thinking, intelligence, intuition, imagination and imagination; use methods and techniques of finding and generating ideas, the basic rules of forming a creative organization and managing creative teams; apply the principles and methods of motivating staff to creative activities;

*able to demonstrate:* understanding the essence of creative management, mastering the nature and role of thinking, intuition, intelligence, imagination and imagination in the creative activity of the manager, knowledge of methods of finding and generating ideas, basic rules of creative organization and management of creative teams;

*have the skills:* understanding the essence of creative management, mastering the nature and role of thinking, intuition, intelligence, imagination and imagination in the creative activity of the manager, the use of methods of finding and generating ideas, the basic rules of creative organization and management of creative teams;

*solve independently:* question functioning of the system of creative management in the divisions of enterprises, institutions, organizations, motivating staff to creative activities and generating ideas.

**Required educational components (prerequisites, co-requisites, post-requisites):** philosophy, political science and sociology, management, theory of organizations, theory of management decision-making, management of sustainable development, personnel management, quality management, competitiveness management.

**Course content:** Topic 1. Theoretical foundations of creative management. Topic 2. Creative potential of the individual. Topic 3. Sources and methods of generating ideas. Topic 4. Formation and management of a creative team. Topic 5. Methods of collective generation of ideas. Topic 6. Creative organization management.

**Forms of final control:** exam (semester 8).

**Tools for diagnosing learning success:** individual tasks, questions for current control, tests, tasks, questions for final control.

**Language of instruction:** Ukrainian, English.

## 2. Assessment

### Distribution of points received by applicants for higher education (Exam)

Ongoing assessment and independent work						MC	Exam	Total
T1	T2	T3	T4	T5	T6			
10	10	10	10	15	15	20	10	100

### Distribution of points in the course "Creative Management"

Activities evaluated in points	T1	T2	T3	T4	T5	T6	Total
Work on a practical lesson (performance and defense of practical work)	5	5	5	5	5	5	30
Independent work of the student (performance of presentations, exercises, business situations)	5	5	5	5	10	10	40
Boundary and modular control	10			10			20
Exam							10
Total in the course							100

### Exam evaluation criteria

The exam is conducted in the form of testing in a modular environment. 20 questions with 0.5 points for each question.

### Compliance with the scales for assessing the quality of learning material

Score on the national scale	Points	Assessment on the ECTS scale	Definition
<b>excellent / passed</b>	90-100	<b>A</b>	<b>Excellent</b> (outstanding performance without errors)
<b>good / passed</b>	82-89	<b>B</b>	<b>Very good</b> (above the average standard but with minor errors)
	74-81	<b>C</b>	<b>Good</b> (generally sound work with some errors)
<b>satisfactory / passed</b>	64-73	<b>D</b>	<b>Satisfactory</b> (fair but with significant shortcomings)
	60-63	<b>E</b>	<b>Fair</b> (performance meets the minimum criteria)
<b>unsatisfactory / failed</b>	35-59	<b>FX</b>	<b>Fail</b> (some more work required before the credit can be awarded)
	0-34	<b>F</b>	<b>Fail</b> (considerable further work is required)

### **3. Course policy:**

3.1. Mandatory observance of academic integrity by students, namely:

- independent performance of all types of works, tasks, forms of control provided working program of discipline;

- links to sources of information in the case of the use of ideas, developments, statements, information;

- compliance with the law on copyright and related rights;

- providing reliable information about the results of their own educational (scientific, creative) activities, used research methods and sources of information.

3.2. Recognition of learning outcomes obtained in non-formal education at the rate of 5 points per credit is allowed.

3.3. Attendance (online or offline) of practical classes and performance of all types of activities provided for in the work program is mandatory.

3.4. Obtaining a minimum grade in the discipline (60 points) is possible subject to practical work, calculation work and presentations in full and passing the boundary and modular control.

3.5. In case of late performance of works (without good reasons) the assessment for the relevant type of work is reduced by one point for each overdue school week.

3.6. Postponement of the deadline for submission of works / transfer is possible for valid reasons (hospital, academic mobility), which is confirmed by the relevant document (certificate).

3.7. In case of detection of manifestations of academic dishonesty, plagiarism, the student is obliged to perform the task again in compliance with the established requirements.