

HIGHER EDUCATIONAL INSTITUTION OF UKOOSPILKA
 "POLTAV UNIVERSITY OF ECONOMICS AND TRADE"
 Educational and scientific institute of full-time education

Department of Management

SYLLABUS
 academic discipline
**Training "Development of creativity as a
 factor of success"**
 for the 2022-2023 academic year

Course and semester of study	1 course, 1 semester
Educational program/specialization	"Business administration"
Specialty	073 Management
Branch of knowledge	07 Management and administration
Degree of higher education	Master's degree

Full name of the NPP, which leads this discipline,
 scientific degree and academic title,
 position

L.M. Shymanovska-Dianych.
 Doctor of Economics,
 head of the management department, professor

Contact phone number	+38-050-566-95-93
E-mail address	ludad5846@gmail.com
Schedule of educational classes	http://schedule.puet.edu.ua/
Consultations	Full-time: Wednesday, from 11:00 a.m. to 1:00 p.m., Department of Management, app. 406 online: by e-mail ludad584658@ukr.net Wednesday, from 11:00 a.m. to 1:00 p.m.
Distance course page	https://el.puet.edu.ua/

Description of the academic discipline

The purpose of studying the academic discipline	The training is aimed at establishing the foundations of creativity in the manager's professional activity. Students will have the opportunity to acquire knowledge at the theoretical and practical level and begin the formation of practical skills in creative activities. The training allows you to determine the level and develop creativity in students, future managers, as a personal and professional property, to search, generate and implement creative ideas in professional activity, because at the current stage of the development of society, creativity and creative activity are an important component of the professional realization of the individual.
Duration	3 ECTS credits/90 hours (lectures - hours, practical classes 36 hours, independent work 54 hours)
Forms and methods of education	Mini-lectures and practical classes in the classroom using training technologies and field classes, independent work outside the schedule
System of current and final control	Current control: attending classes; protection of homework; discussion of lesson material; performance of educational tasks; reports with abstracts and their discussion; testing; current essays by module. Final control: PMK (credit) in the form of a final essay
Basic knowledge	Knowledge of management, personnel management, innovative management, strategic management, creative management

Language of teaching	English
----------------------	---------

List of competencies provided by this educational discipline, program learning outcomes

Program learning outcomes	Competencies that the applicant must master
PR04. Justify and manage projects, generate business ideas PR07. Organize and carry out effective communications within the team, with representatives of various professional groups and in an international context PR08. Apply specialized software and information systems to solve organizational management problems PR09. To be able to communicate in professional and scientific circles in national and foreign languages PR10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional tasks; PR11. To ensure personal professional development and planning of own time. PR13. To be able to plan and implement informational, methodical, material, financial and personnel support of the organization (unit). PR15. To be able to plan and implement informational, methodical, material, financial and personnel support of the organization (subdivision) PR16. Demonstrate correct communication with the environment, determine priorities for completing tasks, take responsibility for actions and decisions PR 17. Conduct research activities	<ul style="list-style-type: none"> • • ZK1. Ability to conduct research at the appropriate level; • • ZK2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity); • • ZK3. Skills in using information and communication technologies; • • ZK4. Ability to motivate people and move towards a common goal; • • ZK5. Ability to act on the basis of ethical considerations (motives); • • ZK6. Ability to generate new ideas (creativity); • • ZK7. Ability to abstract thinking, analysis and synthesis • • ZK 8. Ability to communicate in a foreign language • • SK1. Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards; • • SK3. Ability to self-development, lifelong learning and effective self-management; • • SK5. Ability to create and organize effective communications in the process of management and administration of business and business organization; • • SK6. The ability to form leadership qualities and demonstrate them in the process of managing people; • • SK7. Ability to develop projects, manage them, show initiative and entrepreneurship; • • SK8. Ability to use psychological technologies for working with personnel. • • SK10. Ability to manage a business organization and its development • • SK17. Ability to apply business research methods and consulting skills

Thematic plan of the educational discipline

Name of the topic	Types of work	Tasks of independent work in the section of topics
Module 1. History, theory and philosophy of creativity		
Topic 1. History, theory and philosophy of creativity	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; task independent work	Complete tasks for independent work. Work on the materials recommended by the teacher by topic
Topic 2. Creative economy and creative class	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; task independent work	Complete tasks for independent work. Work on the materials recommended by the teacher by topic
Final essay for module 1		
Module 2. Psychology of creativity and peculiarities of its development		
Topic 3. Psychological foundations of creativity as a personal potential	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; task independent work	Complete tasks for independent work. Work on the materials recommended by the teacher by topic

Topic 4. Creative competence as a component of professional skill	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; task independent work	Complete tasks for independent work. Work on the materials recommended by the teacher by topic
Topic 5. Techniques, methods, technologies for the development of creativity in professional activity	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; task independent work	Complete tasks for independent work. Work on the materials recommended by the teacher by topic
Topic 6. Life management as a technology for the development of creativity	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; task independent work	Complete tasks for independent work. Work on the materials recommended by the teacher by topic
Final essay for module 2		
Module 3. Creativity practice		
Topic 7. Creative entrepreneurship	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; task independent work	Complete tasks for independent work. Work on the materials recommended by the teacher by topic
Topic 8. Practical experience of creative entrepreneurship	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; task independent work	Complete tasks for independent work. Work on the materials recommended by the teacher by topic
Final essay for module 3		
PMK (final essay for the course)		

Information sources

1. Журавлев В.А. Креативное мышление, креативный менеджмент и инновационное развитие общества (Часть 2) / В.А. Журавлев // Креативная экономика. – 2008. – № 4 (16). – С. 3–8.
2. Зінкевич Д.К. Характеристика та місце креативного менеджменту в системі управління машинобудівним підприємством/ Д.К. Зінкевич // Науковий вісник НЛТУ України. – 2009. – Вип. 19.10. – С. 159–166.
3. Кові С. Р. Восьма звичка. Від успішності до величі / Р.С.Кові. – К.: Видавництво О. Капусти, 2005. – 414 с.
4. Креативність у концепції А. Маслоу [Електронний ресурс] / І. М. Поклад. Режим доступу: <http://newacropolis.org.ua/uk/content/>.
5. Кук П. Креатив приносит деньги / П. Кук. – Минск, Издательство: «Гревцов Паблицер», 2007. – 334 с.
6. Майклз Э. Война за таланты / Э Майклз, Х. Хендфилд–Джонс, Э. Экселрод; пер с англ. Ю.Е. Корнилович. – 2–е изд., испр. – М.:Манн, Иванов и Фербер, 2006. – 272 с.
7. Петришин Л. Й. Техніки формування креативної особистості : навч.-метод. посіб. для студ. вищ. пед. закл. / Л. Й. Петришин. Т. : Вид-во ТНПУ імені Володимира Гнатюка, 2013. 173 с.
8. Петришин Л. Й. „Щоденник креативізації особистості” / Л. Й. Петришин. Т. : Вид-во ТНПУ імені Володимира Гнатюка, 2013. 30 с.
9. Петришин Л. Й. Теоретико-аналітичний підхід до проблеми креативності як прояву творчого особистісного розвитку / Л. Й. Петришин // Наук.-пед. Журнал „Молодь і ринок” Дрогобицького держ. пед. ун-ту ім. І. Франка. – Дрогобич, 2012. – № 5 (88). – С. 94–99.
10. Флорида Р. Креативный класс: люди, которые меняют будущее / Р.Флорида; пер. с англ. – М.: Издательский дом «Классика-XXI», 2007. – 421 с.
11. Соленахер Є. Креативний особистий брендінг. - Серія: #PROBusiness. – 2019. – 240 с.
12. Шимановська-Діанич Л.М., Ішейкін Т.Є., Манжура О.В. Майнд-менеджмент та інтелект-карти як інструмент креативного менеджменту та розвитку інтелектуального капіталу умовах формування економіки знань. Науковий вісник Полтавського університету економіки і торгівлі, серія «Економічні науки». - ПУЕТ, 2018. - № 2.(87) - С. 163-169.
13. Шимановська-Діанич Л. М., Ішейкін Т. Є. Теорія та методологія формування системи управління креативним розвитком персоналу як складової загальної системи управління персоналом сучасного підприємства//Вісник Сумського національного аграрного університету. Серія «Економіка і менеджмент». – Вип.2 (80). – 2019. –С.83-87.
14. Л.М.Шимановська-Діанич, О.В.Лозова. Креативність як найбільша конкурентна перевага майбутніх менеджерів// Науковий вісник Полтавського університету економіки і торгівлі. – 2020. – № 3 (99). – С.6-11.
15. Jonah Sachs. Unsafe Thinking.- Random House Business. – 2019. - 256 p.
16. Lorna Scobie. 365 Days of Creativity. - Hardie Grant. - 2019. - 352 p.
17. Rod Judkins. The Art of Creative Thinking. - Hodder & Stoughton. -: 2015. - 132 p.
18. John Clees. A Short and Cheerful Guid. Hutchinson. – 2020. – 112 p.

19. Shymanovska-Dianyach L., Ishcheikin Tymur Theories of creativity: an overview and approaches to studying the phenomenon of creativity. Вісник Маріупольського державного університету. Сер. : Економіка. – 2021. – Вип. 21.- С. 5-11.

20. Shymanovska-Dianyach L., Ishcheikin T., Misyuckevich V. Management by talents in context of conception of absorptive ability of organization as direction of providing of her skilled safety [monog.] Shymanovska-Dianyach L., Ishcheikin T., Misyuckevich V./ SECURITY MANAGEMENT OF THE XXI CENTURY: NATIONAL AND GEOPOLITICAL ASPECTS. ISSUE 28. Collective monograph. In edition I. Markina, Doctor of Economic Sciences, Professor - Nemoros s.r.o., Rubna 716/24, 110 00, Prague 1 Czech Republic, 2020. - 471 p. (P. 369-375).

21. Шимановська-Діанич Л.М., Лозова О.В. Серія подкастів «Креативність для креативних», відповідно до гранту Українського культурного фонду : <https://www.youtube.com/watch?v=ALwpJtegFBC>; https://www.youtube.com/watch?v=cOT9MR8paFY&list=PLZBzSIcBFn_fQVHtDkUYo2yQkSfYzsFEt

22. Шимановська-Діанич Л.М. Подкаст «Від мистецтва до індустрії», чи потрібна команда митцю» (https://www.youtube.com/playlist?list=PLZBzSIcBFn_dx8s4Xfn8JcpUFfYFIa3vI); https://www.youtube.com/watch?v=k4OroNveQdk&list=PLZBzSIcBFn_dx8s4Xfn8JcpUFfYFIa3vI&index=9

Educational discipline software

- A suite of Microsoft Office software products.

Policy of study of academic discipline and assessment

- Due date and rescheduling policy: Assignments that are submitted late without good reason are graded at a lower grade (75% of the possible maximum points for the activity). Modules can be rearranged with the permission of the leading teacher if there are good reasons (for example, sick leave).

- Academic integrity policy: writing off while completing ongoing module work and testing is prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during class. students must consciously adhere to the "Regulations on academic integrity" (http://puet.edu.ua/sites/default/files/polozhennya_pro_akademichnu_dobrochesnist_2020.pdf); do not allow copying (from one another, from a text written by oneself, printed or electronic media, etc.) during the performance of individual educational tasks and tests; to make high-quality links to sources of information when writing reports, preparing presentations, theses, etc.

- Attendance policy:

attending classes is a mandatory component. For objective reasons (for example, illness, employment, internship), training can take place online (Moodle) upon agreement with the leading teacher.

attending classes is mandatory, if a student missed a class or received an unsatisfactory grade, he must make up for the missed or incomplete by studying the materials on the relevant topic in the distance course, performing a thematic test for self-control, writing a synopsis with subsequent defense during an individual consultation; for objective reasons (for example, illness, employment, internship, etc.), training can take place online (Moodle) upon agreement with the leading teacher. If the class (under emergency conditions) is conducted remotely, the student must contact the teacher according to the class schedule and additional instructions accordingly.

- Policy of enrollment of results of non-formal education: http://puet.edu.ua/sites/default/files/polozhennya_pro_poryadok_zarahuvannya_rezultativ_neformalnoyi_osvity_2020.pdf; <http://www.puet.edu.ua/uk/neformalna-osvita>

Assessment

The final grade for the study of the academic discipline is calculated through the current assessment

Types of work	Maximum number of points
Module 1 (topics 1-2): attending classes (3 points); defense of homework (3 points); discussion of lesson material (3 points); performance of educational tasks (5 points); tasks of independent work (5 points); essay by module (11 points)	30
Module 1 (topics 3-5): attending classes (3 points); defense of homework (3 points); discussion of lesson material (3 points); performance of educational tasks (5 points); tasks of independent work (5 points); essay by module (11 points)	30
Module 1 (topics 6-7): attending classes (3 points); defense of homework (3 points); discussion of lesson material (3 points); performance of educational tasks (5 points); tasks of independent work (5 points); essay according to the module (11 points); final essay (10 points)	40
Together	100

The scale of evaluation of students of higher education according to the results of the study of the academic discipline

Sum of points for all types of educational activities	Evaluation according to the ECTS scale	Evaluation according to the national scale
90-100	A	Perfectly
82-89	B	Very good
74-81	C	Fine
64-73	D	Satisfactorily
60-63	E	Satisfy enough
35-59	FX	Unsatisfactory with the possibility of reassembly
0-34	F	Dissatisfied with the mandatory re-study of the academic discipline