

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS



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Course Name				
		Creative management		
Lecturer (s)				
		Oksana Lisnichuk		
Lecturer's profile				
		https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#zzz-113		
Consultations				
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Discipline page				
		https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protseesu/robochi-prohramy/bakalavrat		
Form of final control		test	def. test	exam
		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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1 Brief discipline annotation

This academic discipline is the theoretical foundation of the set of knowledge and skills forming the profile of a management specialist. Successful creative management allows the enterprise to build a positive image, increase competitiveness, use limited resources more efficiently, and increase profits. Creative management implies non-standard approaches different from the generally accepted ones. Creative management is based on the generation of new ideas, the search for unconventional solutions to achieve the success of a company, a country, an organization. Creative management reveals person's creative abilities in contrast to traditional administration that does not encourage the definition of initiative but focuses on strict rules. Knowledge of the discipline allows improving the quality of management and, as a consequence, ensuring the sustainable development of the enterprise.

2 Background for studying discipline

Knowledge of the discipline allows improving the quality of management and, as a consequence, ensuring the sustainable development of the enterprise.

3 Goal and objectives of the discipline

The goal of the Creative management discipline is to provide students with innovative thinking, tools for the creative approach to solving innovative problems, knowledge and skills in the development of creative environment and the establishment of a creative organization.

4 Learning outcomes

PLO 2. To keep moral, cultural, scientific values, as well as multiply achievements of society, use different types and forms of physical activity for a healthy lifestyle.

PLO 3. To show knowledge of theories, methods and functions of management, contemporary leadership concepts.

PLO 6. To define skills in finding, collecting and analyzing information, calculating criteria for grounding managerial decisions.

PLO 8. To apply management methods for ensuring efficient organization operations.

PLO 13. To talk in state and foreign languages both orally and in written form.

PLO 17. To carry out research individually and/or in a group under leader's supervision.

PLO 18. To identify ecological and economic and legal consequences of enterprise functioning in the context of social steady development.

PLO 20. To show skills in applying information, communication and innovative technologies.

5 ECTS credits

120 academic hours / 4 ECTS credits



SYLLABUS



6

Discipline structure

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
1		p	lab.	ind.	i. w.	1		p	lab.	ind.	i. w.	
1	2	3	4	5	6	7	8	9	10	11	12	13
Content section 1. Creative management: essence, functions, types and key objectives												
Topic 1. Creative management: essence, functions, types and key objectives	14	4	4	-	-	6	12	2	-	-	-	10
Topic 2. Creativity	10	2	2	-	-	6	10	-	-	-	-	10
Topic 3. Manager's creative personality and ways to develop it	10	2	2	-	-	6	12	-	2	-	-	10
Topic 4. Methods of enhancing the person's creative potential	10	2	2	-	-	6	10	-	-	-	-	10
<i>Test work No. 1</i>	2	-	-	-	-	2	-	-	-	-	-	-
Total per content section 1	46	10	10	-	-	26	44	2	2	-	-	40
Content section 2. Formation of a creative environment at the enterprise												
Topic 5. Creative environment at the enterprise	8	2	2	-	-	4	12	2	-	-	-	10
Topic 6. Conflicts at the organization and their creative resolution	8	2	2	-	-	4	10	-	-	-	-	10
Topic 7. Motivation and stimulation of employees' creative activity	12	4	4	-	-	4	10	-	-	-	-	10
Topic 8. Corporate culture and responsibility	7	2	1	-	-	4	10	-	-	-	-	10
<i>Test work No. 2</i>	3	-	1	-	-	2	-	-	-	-	-	-
Total per content section 2	38	10	10	-	-	18	42	2	-	-	-	40
Content section 3. Problems of organizing a creative, innovative company												
Topic 9. Basic signs of a creative company	8	2	2	-	-	4	10	-	-	-	-	10
Topic 10. Strategies for developing creative potential at organizations. Management of creativity	8	2	2			4	8	-	-	-	-	8
Topic 11. Social and psychological aspects of innovative activity at the organization	8	2	2			4	8	-	-	-	-	8
Topic 12. Assertive communication. Time management. Energy management	6	2	-			4	8	-	-	-	-	8
<i>Test work No. 3</i>	6	-	2	-	-	4	-	-	-	-	-	-
Total per content section 3	36	8	8	-	-	20	34	-	-	-	-	34
Total hours	120	28	28	-	-	64	120	4	2	-	-	114



SYLLABUS



7

List of obligatory tasks

1. Creative management: essence, functions, types and key objectives
2. Creativity
3. Manager's creative personality and ways to develop it
4. Methods of enhancing the person's creative potential
5. Creative environment at the enterprise
6. Conflicts at the organization and their creative resolution
7. Motivation and stimulation of employees' creative activity
8. Corporate culture and responsibility
9. Basic signs of a creative company
10. Strategies for developing creative potential at organizations. Management of creativity
11. Social and psychological aspects of innovative activity at the organization
12. Assertive communication. Time management. Energy management

8

List of selective tasks

1. Creative leader – who is he/she?
2. Levels of leadership.
3. Styles of leadership and their features.
4. Rules of an efficient manager.
5. Creativity.
6. Manager's creative personality and ways to develop it
7. Methods of enhancing the person's creative potential
8. Creative environment at the enterprise
9. Etiquette and its types
10. Features and components of business etiquette.
11. Key rules of business etiquette.
12. Conflicts at the organization and their creative resolution
13. Motivation and stimulation of employees' creative activity
14. Corporate culture and responsibility
15. Basic signs of a creative company
16. Strategies for developing creative potential at organizations.

9

Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semester	8th semester	available	4st year	Elective discipline

10

Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge.

The final grade in the form of an exam is given according to the total rating of students.

<https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>



SYLLABUS



11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

<https://ieu.edu.ua/docs/050.pdf>

12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures in the form of presentations, case studies, group work and practical discussion classes. During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

<https://ieu.edu.ua/docs/050.pdf>

14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code:
<https://ieu.edu.ua/docs/011.pdf>



SYLLABUS



15

Recommended sources of information

Primary (basic) literature:

1. Brych V.Y., Korman M.M. Creative management: textbook. – Ternopil: TNEU, 2018. – 220 p.
2. Nazarova H. V. Sotnikova Y. V. Creative economy and management: study guide [Electronic resource]. – Kharkiv: KhNUE named after S. Kuznets, 2018. – 160 p.
3. Okorskyi V. P., Valiukh A. M. Creative management: Textbook. – Rivne: NUWEE, 2017. – 344 p.
4. Bozhydarnik T.V., Vasylyk N.M. Creative management: study guide. – Kherson: OLDI-PLUS, 2014. – 498 p.

Additional literature:

1. Yemelianenko L.M. Conflict management: study guide / L.M. Yemelianenko, L.V. Torhova, A.M. Hrynenko; edited by V.M. Letiukh, L.V. Torhova. – K.: KNEU, 2003. – 315 p.
2. Kirchler E. Motivation at organizations. Psychology of work and organizational psychology: T.1/ E. Kirchler, K. Rodler. – Kharkiv: Humanitarian Center Publishing House, 2003. – 144 p.
3. Karamushka L.M. Psychology of management: Study guide / L.M. Karamushka. – K.: Millennium, 2003. – 344 p.

Information resources:

1. Official website of Vernadsky National Library of Ukraine // Electronic resource. – Available at: <http://nbuv.gov.ua>.
2. Website of free electronic textbooks online // Electronic resource. – Available at: <https://pidru4niki.com>.
3. Official website of CHITALKA student electronic library // Electronic resource. – Available at: <http://chitalka.info>.
4. Official website of the online library of educational and scientific literature // Electronic resource. – Available at: <https://eduknigi.com>.
5. Website of the textbook electronic library // Electronic resource. – Available at: <http://studentam.kiev.ua>.

16

Tips on successful study during the course

If you want to succeed in this discipline, you should be:

- persistent, attentive and curious;
- creative, cheerful, and open to communication and discussions;
- ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.

See you at classes!