


**HIGHER EDUCATIONAL INSTITUTION OF UKOOSPILKA  
"POLTAV UNIVERSITY OF ECONOMICS AND TRADE"**

**Educational and scientific institute of full-time education  
Department of Management**

**I APPROVE**

Head of Department

 L.M. Shymanovska-Dianich  
(signature) (initials, last name)

"30" rebrue 20dd year

**WORKING PROGRAM  
of the academic discipline "TRAINING: DEVELOPMENT OF  
CREATIVITY AS A SUCCESS FACTOR"**

Educational program "Business administration"  
Specialty 073 Management  
Branch of knowledge 07 Management and administration  
Degree of higher education Master

The working program of the educational discipline "Training: Development of creativity as a factor of success" was approved and recommended for use in the educational process at the meeting of the Department of Management  
Protocol dated "30" rebrue 20dd year No. 7

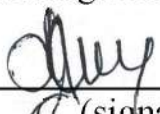
**Poltava 2022**

**Compiler of the program:**

**Shymanovska-Dianych L.M.**, doctor of economics, professor, head of the department of management of the higher educational institution of the Ukoopspilka "Poltava University of Economics and Trade"

**AGREED:**

Guarantor of the educational program  
"Business administration" specialty 073  
"Management" master's degree

  
\_\_\_\_\_**L. M. Shymanovska-Dianych**  
(signature) (initials, last name)  
" 30 " *сервне* 20*22* year

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## Chapter 1. Description of the academic discipline

**Table 1 – Description of the educational discipline Training "Development of creativity as a factor of success"**

Place in the structural and logical scheme of training	<i>Prerequisites:</i> knowledge of HR management, innovation management, creative management, management psychology <i>Postrequisites:</i> situational management, corporate management, management of business processes of the enterprise	
Language of teaching	English	
Discipline status is mandatory		
Study course/semester	1 course, 1 semester	
Number of ECTS credits/ number of modules	3 ECTS credits/90 hours / 2 modules	
Full-time education:		
Number of hours: – total number: 1 semester - 90 hours.		
- lectures: - hours		
- practical (seminar, laboratory) classes: 36 hours		
- independent work: 54 hours		
- type of final control (PMK, exam): PMK		
External form of education		
Number of hours: – total number: 2 semester – 46 hours.		
- lectures: 2nd semester - - hours		
- practical (seminar, laboratory) classes:, 2 semester - 12 hours.		
- independent work: 2nd semester - 34 hours.		
- type of final control (PMK, exam): 2nd semester - PMK		

## **Chapter 2. List of competencies provided by this educational discipline, program learning outcomes**

**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.

### **Tasks of the academic discipline:**

1. To carry out a theoretical justification of the phenomenon of creativity.
2. To reveal the essence of the philosophy and psychology of creativity.
3. To single out the structural elements of creativity.
4. To reveal the essence of methods, techniques, technologies and methods of creativity development.
5. Master the technique of finding, developing and implementing creative ideas.
6. Consider the practice of formation and development of creativity using specific examples in management and business.

**Table 2 - List of competencies provided by this educational discipline,  
program learning outcomes**

<b>Program learning outcomes</b>	<b>Competencies that the applicant must master</b>
PR04. Justify and manage projects, generate business ideas 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	<ul style="list-style-type: none"> <li>• • ZK1. Ability to conduct research at the appropriate level;</li> <li>• • ZK2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity);</li> <li>• • ZK3. Skills in using information and communication technologies;</li> <li>• • ZK4. Ability to motivate people and move towards a common goal;</li> <li>• • ZK5. Ability to act on the basis of ethical considerations (motives);</li> <li>• • ZK6. Ability to generate new ideas (creativity);</li> </ul>

<p>PR10 Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional tasks;</p> <p>PR11 To ensure personal professional development and planning of own time.</p> <p>PR13 To be able to plan and implement informational, methodical, material, financial and personnel support of the organization (unit).</p> <p>PR15 To be able to plan and implement informational, methodical, material, financial and personnel support of the organization (subdivision)</p> <p>PR16 Demonstrate correct communication with the environment, determine priorities for completing tasks, take responsibility for actions and decisions</p> <p>PR 17 Conduct research activities</p>	<ul style="list-style-type: none"> <li>• • ZK7. Ability to abstract thinking, analysis and synthesis</li> <li>• • ZK 8. Ability to communicate in a foreign language</li> <li>• • SK1. Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards;</li> <li>• • SK3. Ability to self-development, lifelong learning and effective self-management;</li> <li>• • SK5. Ability to create and organize effective communications in the process of management and administration of business and business organization;</li> <li>• • SK6. The ability to form leadership qualities and demonstrate them in the process of managing people;</li> <li>• • SK7. Ability to develop projects, manage them, show initiative and entrepreneurship;</li> <li>• • SK8. Ability to use psychological technologies for working with personnel.</li> <li>• • SK10. Ability to manage a business organization and its development</li> <li>• • SK17. Ability to apply business research methods and consulting skills</li> </ul>
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### **Chapter 3. Program of the academic discipline**

#### **Module 1. History, theory and philosophy of creativity**

##### **Topic 1. History, theory and philosophy of creativity**

The essence of creativity. The place of creativity in the list of general competencies. Theories of creativity. Philosophy of creativity. The history of creativity. Definition of creativity. The role of creativity in the modern world and modern economy.

##### **Topic 2. Creative class and creative economy**

Concept of creative class. Features of the formation of a creative class. Components of the creative class and its role in the formation of the economy.

#### **Module 2. Psychology of creativity and features of its development**

##### **Topic 3. .Psychological principles of creativity as a personal potential**

Creativity as a mental phenomenon. Creativity and intelligence. The structure of creativity.

**Topic 4. Creative competence as a component of professional skill.**

The main characteristics of the creative type manager. Barriers, which hinder the development of creative potential. The essence of resilience. Types of resilience. Methods of definition of resilience and role in the activities of the creative type manager. The essence of the concept of lifelong learning. The essence of the ability to learn. Methods of improving the ability to learn.

**Topic 5. Techniques, methods, technologies for the development of creativity in professional activities**

Basic methods of finding creative ideas. Characteristics of brainstorming methods.

**Topic 6. Life management as a technology for the development of creativity**

The essence of life management. Theories of life management. Life management as a component of creativity. Use of life management in the process of creativity development.

**Module 3. Practice of creativity**

**Topic 7. Creative entrepreneurship**

The essence of creative entrepreneurship. History of creative entrepreneurship. Creative industries.

**Topic 8. Practical experience of creative entrepreneurship**

Creativity in entrepreneurship. The most famous creative entrepreneurs - success stories.

**Chapter 4. Thematic plan of the academic discipline**

**Table 4 – Thematic plan of the educational discipline "Training: Development of creativity as a factor of success"**



Topic name (lectures) and topic questions (lectures)	Number of hours	The title of the topic and the question of the seminar, practical or laboratory session	Number of hours	Tasks of independent work in terms of topics	Number of hours
<b>Module 1. History, theory and philosophy of creativity</b>					
<b>Topic 1. History, theory and philosophy of creativity</b> Mini-lecture: Creativity is the main quality of a person of the 21st century Mini-lecture: Theory and philosophy of creativity	8	<u>Practical lesson 1 and tasks for independent work: The essence of creativity and its role in the modern world</u>	2	<u>Practical lesson 1 and tasks for independent work: The essence of creativity and its role in the modern world</u> Задание	2
		<u>Practical lesson 2 and tasks for independent work: Creativity in business</u>	2	<u>Practical lesson 2 and tasks for independent work: Creativity in business</u>	2
<b>Topic 2. Creative class and creative economy</b> Mini-lecture: Creative class and creative economy	2	<u>Practical lesson 3 and tasks for independent work: Creative class and creative economy</u>	2	<u>Practical lesson 3 and tasks for independent work: Creative class and creative economy</u>	2
<b>Module 2. Psychology of creativity and features of its development</b>					
<b>Topic 3. Psychological principles of creativity as a personal potential</b> Mini-lecture: Psychological principles of creativity as a personal potential	20	<u>Practical lesson 4 and tasks for independent work: Psychological principles of creativity</u>	2	<u>Practical lesson 4 and tasks for independent work: Psychological principles of creativity</u>	2
		<u>Practical lesson 5-6 and tasks for independent work Cognitive component of creativity</u>	4	<u>Practical lesson 5-6 and tasks for independent work Cognitive component of creativity</u>	4
		<u>Practical lesson 7 and tasks for independent work: Emotional component of creativity</u>	2	<u>Practical lesson 7 and tasks for independent work: Emotional component of creativity</u>	2
		<u>Practical lesson 8 and tasks for independent work: Volitional component of creativity</u>	2	<u>Practical lesson 8 and tasks for independent work: Volitional component of creativity</u>	2

<b>Topic 4. Creative competence as a component of professional skill</b>  <u>Mini-lecture Creative competence as a component of professional skill</u>  <u>Mini-lecture: Resilience</u>  <u>Mini-lecture Ability to learn</u>	16	<u>Practical lesson 9 and tasks for independent work: Creative competence as a component of professional skill</u>	2	<u>Practical lesson 9 and tasks for independent work: Creative competence as a component of professional skill</u>	2
		<u>Practical lesson 10 and tasks for independent work: Resilience</u>	2	<u>Practical lesson 10 and tasks for independent work: Resilience</u>	2
		<u>Practical lesson 11 and tasks for independent work: Ability to learn</u>	2	<u>Practical lesson 11 and tasks for independent work: Ability to learn</u>	2
		<u>Practical lesson 12 and tasks for independent work: Reflexivity in the activity of a creative type manager</u>	2	<u>Practical lesson 12 and tasks for independent work: Reflexivity in the activity of a creative type manager</u>	2
<b>Topic 5. Techniques, methods, technologies for the development of creativity in professional activities</b>  <u>Mini-lecture: Methods, techniques and technologies for finding creative ideas</u>	20	<u>Practical lesson 13 and tasks for independent work Six hats of Edward de Bono</u>	2	<u>Practical lesson 13 and tasks for independent work Six hats of Edward de Bono</u>	4
		<u>Practical lesson 14 and tasks for independent work: The method of Walt Disney</u>	2	<u>Practical lesson 14 and tasks for independent work: The method of Walt Disney</u>	4
		<u>Practical lesson 15 and tasks for independent work: Morphological matrix</u>	2	<u>Practical lesson 15 and tasks for independent work: Morphological matrix</u>	2
		<u>Practical lesson 16 and tasks for independent work: Method of life-management in creativity process</u>	2	<u>Practical lesson 16 and tasks for independent work: Method of life-management in creativity process</u>	2
<b>Module 3. Practice of creativity</b>					
<b>Topic 7. Creative entrepreneurship</b> <u>Mini-lecture Creative entrepreneurship</u>	10	<u>Practical lesson 17 and tasks for independent work: Creative entrepreneurship</u>	2	<u>Practical lesson 17 and tasks for independent work: Creative entrepreneurship</u>	8

<b>Topic8. Practical experience of creative entrepreneurship</b> Mini-lecture <u>Creative enterpreneurship</u>	10	<u>Practical lesson 18 and tasks for independent work: Creative entrepreneurship (practical examples)</u>	2	<u>Practical lesson 18 and tasks for independent work: Creative entrepreneurship (practical examples)</u>	<b>8</b>
	90		<b>36</b>		<b>54</b>

### Chapter 5. Assessment

**Table 5 - 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

**Table 6 - 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

## Chapter 6. Information sources

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11. Соленбахер Є. Креативний особистий брендинг. - Серія: #PROBusiness. – 2019. – 240 с.
12. Шимановська-Діанич Л.М., Іщейкін 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.
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## Chapter 7. Software of educational discipline

1. General software, which includes the Microsoft Office suite of software products.
2. Specialized software for computer support of the educational process in the educational discipline, which includes a list of specific software products: multimedia presentations, software tool "OpenTest 2.0". Testing is conducted during classes (current control) and during the final control of knowledge, a distance course on the Moodle platform.