Syllabus of the course

«Creative management of entrepreneurial activities»

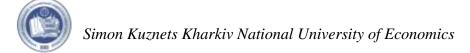
| Specialty | All | All | |
|----------------------------------------|------------------------------------------------|-----------------------------------------------------------------------|--|
| Study Programme | All | | |
| Study cycle (Bachelor, Master, PhD) | the first (Bachelor) level of higher education | | |
| Course status | Selective | | |
| Language | English | English | |
| Term | first year, seco | first year, second semester | |
| ECTS credits | 5 | 5 | |
| Workload | | Lectures – 30 hours. | |
| | Practical studi | Practical studies – 30 hours. | |
| | Laboratory stu | Laboratory studies -0 hours. | |
| | Self-study – 90 | 0 hours. | |
| Assessment system | Grading | Grading | |
| Department | | Department of Management, Logistics and Innovation, | |
| | 1 · · · · · · · · · · · · · · · · · · · | auditorium 225, phone: (057) 702-02-65, website: | |
| | | www.kafmli.hneu.edu.ua | |
| Teaching staff | | Viktoriia Volodymyrivna Tomakh, PHd in Economics, | |
| | | Associate professor | |
| Contacts | <u>viktoriia.tomal</u> | <u>viktoriia.tomakh@hneu.net</u> | |
| Course schedule | | Lectures: according to the schedule | |
| | ······ | es: <u>according to the schedule</u> | |
| Consultations | | At the Department of Management, Logistics and | |
| | | Innovation, offline, according to the schedule, individual, PNS chat. | |
| | Learning objective | oc and ckille. | |
| the purpose of teaching the | O O | line is to acquire systematic knowledge of the | |
| | | nethodological foundations of the formation and | |
| | _ | tivity using creative management. | |
| ļ | ctural and logical sc | | |
| Prerequisites | | Postrequsites | |
| | | | |
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Course content

- Topic 1. The essence and legal basis of entrepreneurial activity.
- Topic 2. Organizational and legal forms and types of entrepreneurship. Social entrepreneurship: the main development trends in modern conditions.
- Topic 3. The essence of creativity and its importance for business management.
- Topic 4. Methods of activating creative thinking in management.
- Topic 5. Formation of a creative environment at the enterprise for making managerial decisions.
- Topic 6. Basics of using intellectual property as a result of creative activity.
- Topic 7. The main risks of entrepreneurial activity in modern conditions.
- Topic 8. Creativity as the basis of competitiveness of business entities.

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system



Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester -100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.