

Creative Management

Кафедра менеджменту та економіки

<i>Семестр</i>	8
<i>Освітній ступінь</i>	бакалавр
<i>Кількість кредитів ECTS</i>	4
<i>Форма контролю</i>	Залік
<i>Аудиторні години</i>	56 (28 год. лекційні, 28 год. практичні)

The purpose of teaching the subject "Creative Management" is the formation of a system of basic knowledge about the process of forming strategies and business processes that promote innovation, creativity, and entrepreneurship in organizations and competencies implementation of organizational innovation changes and organizational management development.

The main tasks of studying the discipline "Creative Management" are:

- understanding the essence of creative management from the point of view of the system approach;
- forming the theoretical knowledge and practical implementation skills for the adoption of non-trivial solutions (individual and collective), technology research;
- design to solve problems (primarily poorly structured, large-scale, managerial);
- the assimilation of nature and the role of thinking and intuition in the creative activity of the manager;
- understanding the essence of search methods and ideas generation;
- mastering the basic rules of forming a creative organization and management of innovative teams.