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## Creative Management at Chat GPT

### Syllabus

### BOK 1.39

### CMCG-233

Quarter/Year: Fall/2024

ECTS Credits: 6

Instructor: Ruslana Seleznova, PhD

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US Credits: 3

#### Prerequisites: -

#### Course Description

The training course is designed to develop skills in solving non-standard management problems using modern technologies based on artificial intelligence solutions. The use of modern decision-making automation tools allows you to speed up decision-making and free the manager from the need to solve standard type problems. The creative thinking of a modern manager allows the use of artificial intelligence tools to make decisions

#### Course Outcomes

PH3. Demonstrate the knowledge of theories, methods and functions of management, modern leadership concepts.

PH4. Demonstrate the skills to identify problems and justify management decisions.

PH6. Demonstrate the skills to search, collect and analyze information, calculate indicators to justify management decisions.

PH8. Apply management methods to ensure the effectiveness of an organization.

PH10. Have the skills to justify effective tools to motivate the staff of an organization.

PH11. Demonstrate the skills of situation analysis and establishing and ensuring communication in various areas of an organization's activity.

PH12. Assess the legal, social and economic consequences of an organization's operation

PH14. Identify the causes of stress, adapt self and their team members to a stressful situation, find the ways to neutralize it.

PH15. Demonstrate the ability to act in a socially responsible manner and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.

PH16. Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

PH17. Perform research individually and/or in a group under the guidance of a leader.

#### Competencies

3K3. Ability to abstract thinking, analysis, synthesis.

3K4. Ability to apply knowledge in practical situations.  
3K8. Skills in the use of information and communication technologies.  
3K9. Ability to learn and master modern knowledge.  
3K11. Ability to adapt and act in a new situation.  
3K12. Ability to generate new ideas (creativity).  
3K15 Ability to act on the basis of ethical considerations (motives).

CK6. The ability to act socially responsibly and consciously.  
CK7. Ability to choose and use modern management tools.  
CK12. Ability to analyze and structure the problems of the organization, to form sound decisions.

**Internationality:** The international aspect of the course includes international software and international textbooks.

### **Communications**

For individual issues, students should contact the professor **ONLY** by given e-mail or by Moodle. In the Subject line they should put: UACUFirstNameLastName. E-mail messages will normally be answered within 24 hours.

Note! Only emails sent from the student's corporate email address will be answered.  
Attention! Official and only language used for assessment activities is English. Official and only languages used for communication within the University are Ukrainian and English.

### **Student Responsibilities**

#### **Time Commitment**

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

#### **Technical Aspects**

The student is obliged to provide himself/herself with all the necessary technical equipment for the educational process (laptop or computer, webcam, headsets or headphones and microphone), as well as access to the Internet.

Only students signed-in with their own first and last name are allowed into video consultations in Zoom.

### **Grading Policy**

The course is based on mastery of course outcomes. Student grades for this course will be calculated based on performance.

Note: the minimal grade to pass a subject is 60%.

### **Graduate Grading Guidelines**

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments (assignments & activities). These assessments are intended to identify for students their strengths as well

as those areas in need of improvement. Student work is assessed according to the guidelines below.

### Course-level Grading guidelines:

Grade	ECTS Grade	International Grade
90% - 100%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)
70% - 74%	D	3 (Good)
60% - 69%	E	3 (Acceptable)
35% - 59%	FX	Not acceptable, possible repetition of course

### Criteria for grading:

ECTS grade	Requirements for the student
A	The student demonstrated a comprehensive systemic and in-depth knowledge of program material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program material both on this issue and on related modules of the course and related courses, or the student had a current control of 90-100 points
B	The student demonstrated good knowledge of program material; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
C	
D	The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program
E	
FX	The student has significant gaps in knowledge of the main program material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them

Maximum total possible points – 300 points incl. (Midterm and Final exam are 70% of overall evaluation, where Midterm – 30% and Final – 40%)

- Test / Assignment / Project –  $\frac{3}{3}{3}$  points (several times during the course)
- Consultations – 10 points
- Midterm exam –  $\frac{90}{}$  points
- Final exam –  $\frac{120}{}$  points

### Student Workload

It is assumed that for each out of 17 class sessions a student spends about 10.5 academic hours of work. This includes 3.5 academic hours of working on lecture materials (including consultations) and 7 academic hours of personal work. Personal work includes working on lecture materials.

Please pay attention that 1 academic hour equals to 40 minutes.

### **Assignment Format**

- All work should be shown in time. If the student misses the deadline – the task is failed.
- Midterm covered topics from previous lectures (weeks 1-7). It included multiple choice questions and cases (essays) and took about 45 min.
- The Final exam covered all course material and included multiple choice questions and cases (essays). It lasts for 1.5 hours. Admission to the Final exam is possible only if all the tasks of the curriculum are covered.
- After the Midterm and Final is graded a student has access to the grade only. Access to the attempt, corrects answers and information whether the answer is correct cannot be granted.

### **Academic dishonesty**

· Academic integrity is submitting one's own work and properly acknowledging the contributions of others. Forms of academic dishonesty include:

1. Plagiarism — submitting all or part of another's work as one's own in an academic exercise such as an examination, a computer program, or written assignment.
2. Cheating — using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination. Including the use of artificial intelligence and pre-prepared answers to the questions of tasks is prohibited (unless otherwise specified in the task itself or allowed by the instructor).
3. Facilitating Academic Dishonesty — helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.
4. Fabrication — altering or transmitting, without authorization, academic information or records.

· Any violation of these rules constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. In case of any academic dishonesty a student is not allowed to continue or retake the assessment activity and for the Final the unsatisfactory grade (“0”) is assigned for the course total. Cases of the academic dishonesty are not considered by the Academic Council.

· Midterm and Final are valid only if they are taken on-campus (room defined by the dean's office) and on UACU's computer/laptop or online on the student's computer/laptop using Zoom and other conditions defined by the dean's office to avoid the cases of academic dishonesty. Students who will not meet this requirement will be expelled from the course with grade “0”.

· In case of missed Midterm or Final exam (for a valid reason like sickness or an emergency) a request to repeat the exam is possible. Permit to repeat a midterm or final exam is done through a letter to the dean's office with request and approval of subject lecturer.

· Submission or retaking of any assessment activities after deadlines are forbidden.

## Submission & Return Policy

Assignments must be submitted to the professor on or before the due date indicated in the Course Schedule. The assignments submitted after the due dates receive zero points.

**\*\*\*\* NO MAKE –UP QUIZZES AND EXAMS \*\*\*\***

## Schedule

Week #	Research Projects	Assignments Due	Points
Lecture 1	Digital creative management as a type of management activity. Digital management concept. The role and importance of creative thinking in management	Test / Assignment	3/3
Lecture 2	Concept, purpose and objectives of digital creative management. General and specific principles of digital creative management. Master of Digital Creative Management: Competency Model of the 21st Century Manager. Professional competencies of a digital master of creative management.	Test / Assignment	3/3
Lecture 3	Socio-psychological personality traits of a creative type manager. Features of computer training of managers for an innovative economy. Organizational issues of digital creative training for managers. The concept, place and role of non-standard digital management solutions in creative management. The concept of non-standard management decisions based on artificial intelligence methods	Test / Assignment	3/3
Lecture 4	Non-standard management decisions as a type of management innovation based on artificial intelligence solutions. Stages of developing non-standard digital management solutions using artificial and intelligence methods. Methodology, tools and methods of digital creative management	Test / Assignment	3/3
Lecture 5	Systematic creative digital analysis and features of its application in digital creative management. Using traditional management tools and	Test / Assignment	3/3

	techniques in digital creative management.		
Lecture 6	Application of systems analysis methods in making non-standard digital management decisions using artificial intelligence methods.	Test / Assignment	3/3
Lecture 7	Special methods, techniques and techniques for developing digital non-standard management solutions. Modeling non-standard management decisions and projects in creative management using artificial intelligence methods.	Test / Assignment	3/3
	MidTerm (8 <sup>th</sup> class) 20% out of total amount of points for the course	Test	90
Lecture 9	Current areas of application of creative digital management in management Digital brand management Digital brand management: managing a competitive brand of enterprises	Test / Assignment	3/3
Lecture 10	Classification and terminology of trademarks using artificial intelligence methods Creating a unique enterprise concept (project, product, service) using Chat GPT	Test / Assignment	3/3
Lecture 11	Stages of development and implementation of an enterprise development project (project, product, service). Digital solutions Development of goods and services of enterprises: creative solutions based on artificial intelligence Digital extreme management	Test / Assignment	3/3
Lecture 12	The concept of digital extreme management in modern management theory Features of professional training of digital extreme managers	Test / Assignment	3/3
Lecture 13	Digital creative management system for an organization The concept of a digital creative management system, its goals and objectives.	Test / Assignment	3/3
Lecture 14	Structure and patterns of development of digital creative management systems Assessing the	Test / Assignment	3/3

	effectiveness of non-standard management decisions in creative management.		
Lecture 15	The concept of the effectiveness of non-standard digital management solutions Types and criteria for the effectiveness of non-standard digital management solutions. Organizational forms and models for the development and implementation of creative projects in the digital innovation economy	Test / Assignment	3/3
Lecture 16	Project	Test / Assignment	3/3
	Final (17 <sup>th</sup> class) 40% out of total amount of points for the course	Test	120

#### Recommended Materials

Artificial Intelligence by Example – Denis Rothman 2021

Artificial Intelligence: A Guide for Thinking Humans – Melanie Mitchell 2022

Artificial Intelligence: A Modern Approach – Stuart J. Russell & Peter Norvig 2022

Hello World: Being Human in the Age of Algorithms – Hannah Fry 2022

Human Compatible: Artificial Intelligence and the Problem of Control – Stuart Russell 2021

Life 3.0: Being Human in the Age of Artificial Intelligence – Max Tegmark 2021

The Alignment Problem: Machine Learning and Human Values – Brian Christian 2022

*\* The above schedule and procedures are subject to change in the event of extenuating circumstances.*

Протокол засідання кафедр № 4 від 27.08.2024 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Завідувач кафедри



А.В.Кінаш

Викладач



Р.В.Селезньова