

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Заступник керівника
(проректор з науково-педагогічної роботи)



Соціальна складова міжнародного бізнесу

робоча програма навчальної дисципліни

Галузь знань	29 «Міжнародні відносини»
Спеціальність	292 «Міжнародні економічні відносини»
Освітній рівень	другий (магістерський)
Освітня програма	Міжнародний бізнес

Вид дисципліни	базова
Мова викладання, навчання та оцінювання	англійська

Завідувач кафедри
міжнародного бізнесу та економічного аналізу

Ірина ОТЕНКО

Харків
2020

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Микола АФАНАСЬСВ

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Ірина ОТЕНКО

MINISTRY OF EDUCATION AND SCIENCES OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

The social component of international business
Syllabus of the academic discipline

Field of knowledge	29 «International Relations»
Specialty	292 «International Economic Relations»
Educational level	second (master's)
Educational program	International Business

Discipline type	Basic
The language of teaching, learning and rating	English

Head of the department international business and economic analysis	<i>Iryna OTENKO</i>
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Kharkiv
2020

APPROVED

at the meeting of the Department international business and economic analysis
Protocol № 1 dated 25.08.2020 p.

Compiled by:

Chepeliuk M.I., Ph.D., Associate Professor of the Department international business and economic analysis

Letter of renewal renewing and re-approval of the syllabus of the educational discipline

Academic year	The date of the meeting of the department	protocol number	Sign of the Head of the Department

Introduction

The study of the social component of international business is a guarantee of the country's independence, a condition for the stability and effective functioning of society, and the achievement of success in the international environment. This is due to the fact that the economy is one of the vital aspects of society, state and individual, and, therefore, the concept of national security will be an empty word without assessing the viability of the economy, its strength in possible external and internal threats. The task of the social component is, above all, to create conditions that ensure stable, progressive development of social relations, preservation, strengthening and enrichment of life, ie protection of the quality of social relations that ensure the progressive development of the individual, society and state.

The purpose of the discipline "Social component of international business" is to theoretically generalize methodological approaches and the formation of practical skills and abilities to analyze the social component and reveal the essence of its modern concept in international business.

The discipline "Social component of international business" belongs to the basic disciplines of the professional cycle.

Characteristics of the discipline:

Academic year	1M
Semester	1
Number of credits ECTS	5
Final assessment	Exam

Structural and logical scheme of the discipline study:

Prerequisites	Post requisites
Local lore and organizational behavior of a foreign enterprise	International security
International law	Export-import operations
Management	Technological and information development of international business
Ethics of international business	
International business	
Fundamentals of foreign economic activity	
International marketing	
World economy and international economic relations	
Strategic management	

Competences and learning outcomes of the study

Competences	Learning outcomes
Ability to communicate in a foreign language.	Have the necessary knowledge and skills in business communication in the field of international economic relations, as well as communicate effectively at the professional and social levels, including oral and written communication in a foreign language / languages.
Ability to self-study, maintain the appropriate level of knowledge, readiness to master a new level of knowledge, improve their professionalism and skills.	
Ability to work in a team.	
Ability to apply the principles of social responsibility in the activities of international economic relations and analysis of their impact on economic development	Understand the essence of the social dimension of global economic development and implement the principles of social responsibility in the activities of international economic relations.
Ability to apply cumulative knowledge, scientific and technological achievements, information technology to achieve the essence of the phenomenon of the new economy, to identify patterns and trends in the latest development of the world economy.	Systematize, synthesize and organize the received information, identify problems, formulate conclusions and develop recommendations, using effective approaches and technologies to solve complex problems of practical problems, taking into account the cross-cultural characteristics of the subjects of international economic relations.
Ability to predict trends in international markets in the light of market changes.	Be able to determine the priorities of internal and external corporate social policy of various institutions, establishments and enterprises, coordinate structural social work and social policy of various organizations, institutions, enterprises and government agencies of different levels.
Ability to analyze and evaluate geoeconomic strategies of countries from the standpoint of national economic interests	Analyze legal documents, evaluate analytical reports, competently use regulatory documents and reference materials, conduct applied analytical developments, professionally prepare analytical materials.
Ability to take into account aspects of social responsibility in the development and implementation of organizational strategy.	Ability to identify, analyze and rank the expectations of stakeholders of the organization from the standpoint of social aspect.

The program of the discipline

Content module 1. Social responsibility and society

Topic 1. Theoretical foundations of the concept of the social component of MB

- 1.1. The concept, essence, terminology that describes the social component of business.
- 1.2. Social policy, social investments, investments in the social sphere, socially responsible investing.
- 1.3. Corporate social responsibility, corporate social responsibility, corporate citizenship, social activity and social activity of enterprises, venture philanthropy.

Topic 2. The concept of the social component: foreign and domestic experience

- 2.1. The concept of "corporate selfishness" (M. Friedman), "company of owners".
- 2.2. The concept of corporate altruism, "company of participants".
- 2.3. The concept of "reasonable selfishness".
- 2.4. Viability of the organization - the concept of the triple lower limit (D. Elkington).
- 2.5. Interests of different interest groups (stakeholders) in formulating corporate social policy priorities.
- 2.6. Ideology of industrial paternalism. Typology of welfare state regimes (G. Esping-Andersen).

Topic 3. Tools for implementing the social component

- 3.1. Charity.
- 3.2. Socially responsible programs.
- 3.3. Socially responsible marketing (CRM and CSM), social entrepreneurship.

Topic 4. Models of corporate social policy and responsibility

- 4.1. An overview of modern models of corporate social responsibility in the United States, continental Europe, Great Britain and Ukraine and their main differences from each other.
- 4.2. Strategic directions of socially responsible investing in the USA.
- 4.3. State regulation as a feature of the continental model of corporate social responsibility.
- 4.4. Signs of the British CSR model.
- 4.5. Ukrainian model of social responsibility.

Content module 2. Social responsibility and business

Topic 5. Social investment as an integral part of the economy and social aspect of business.

- 5.1. Classification of investments: economic, political, social.
- 5.2. Social investment: concept, essence.
- 5.3. Social investment as a reflection of the socio-economic system.

Topic 6. Internal and external social investment of business

- 6.1. Approaches and directions of definition of social investments in modern economic science and foreign business - practice.
- 6.2. Factors that stimulate and hinder the development of social investment in modern Ukrainian conditions.
- 6.3. Social programs as a mechanism for implementing the social policy of enterprises and corporations.
- 6.4. Experience in implementing social programs of foreign corporations and enterprises.

Topic 7. Experience in implementing social programs of corporations and enterprises. Fundraising

- 7.1. Social policy of the enterprise: concept and essence.
- 7.2. Non-financial reporting. Standard elements of the report: strategy and characteristics, economic, environmental and social components.
- 7.3. The concept, essence and goals of fundraising. Fundraising cycle.
- 7.4. Work with foundations, work with authorities and local communities.
- 7.5. American and Ukrainian fundraising tools.

Teaching and learning methods

Among the teaching methods aimed at activating and stimulating educational and cognitive activities of higher education students are used: problem lectures, mini-lectures, discussions, presentations, work in small groups, role-playing games, mini-trainings, individual research work during the creative task.

The procedure for evaluating learning outcomes

The evaluation of the results of the study of the discipline "Social component of international business" is carried out according to the accumulative (100-point) evaluation system.

Evaluation is carried out by the following types of control:

current control carried out during the semester during lectures, practical, seminar classes and is estimated by the amount of points scored (maximum amount - 100 points; minimum amount that allows a student to get an exam - 60 points);

final / semester control, which is conducted in the form of a semester exam, according to the schedule of the educational process (maximum number of points - 100, minimum number of points - 60, for which the exam is considered passed). The exam is set after writing an exam paper that covers the program of the discipline and involves determining the level of knowledge and the degree of mastery of competencies by students.

Current control includes evaluation of students' work during:

lectures: active work in pairs (1 point for each lesson) provided that the student answers the questions posed by the teacher, which indicate the degree of mastering the lecture material. Total number of points 10.

practical and seminar classes:

active work in pairs (1 point for each lesson) provided that the student performs practical tasks, student participation in discussions, debates. The total number of points is 10. Practice work – 3 points.

presentations to be performed in PowerPoint. The maximum score is given if there are at least 20 slides that fully reveal the content of its topic, and the appropriate presentation of presentation materials in the group. The total number of presentations - 1. The maximum score for one presentation - 5 points.

express survey, the maximum score for which is 3 points. Each student's survey includes 3 questions, the correct answer to each of which is evaluated in 1 point, the incomplete answer in 0.5 points. Number of surveys - 2. The total maximum score for both surveys is 6 points.

current control work, the maximum is estimated at 4 points. This is a test test, which is performed in the PNS and contains 16 tests. The correct answer to each of the tests is estimated at 0.25 points;

colloquium. During the semester, students write 2 colloquia. The maximum score for each of the colloquia is 5 points. The maximum number of points for both colloquia is 10. The first colloquium includes topics 1 - 4, and the second colloquium - topics 5 - 7. The structure of the colloquium: 1) two theoretical questions (maximum score for each theoretical task - 2 points); 2) practical task (maximum score of 6 points); 3) two open tests for addition (maximum score for each test - 1 point).

independent work:

homework - each homework is evaluated in 2 points, provided that it is performed correctly and that there is an answer, and, if necessary, conclusions. In the absence of an answer or in the presence of arithmetic errors, the score is reduced by 1 point. Maximum -12 points.

Final control:

The form of final control is an exam. Final control of students' knowledge and competencies in the discipline is carried out on the basis of a semester exam, the task of which is to check the student's understanding of the program material as a whole, logic and relationships between individual sections, ability to creatively use accumulated knowledge, ability to formulate disciplines, etc.

The examination ticket covers the program of the discipline and provides for the determination of the level of knowledge and the degree of mastery of competencies by students.

Each exam ticket consists of 20 tests and 3 practical tasks (situational, diagnostic and heuristic).

Applicants for higher education should be considered certified if the sum of points obtained as a result of the final / semester control is equal to or exceeds 60. The maximum possible number of points for the exam is 100 points.

The final grade in the discipline is calculated taking into account the points obtained during the current control of the accumulative system. The total result in points for the semester is: "60 or more points - credited", "59 or less points - not credited" and is entered in the test "Statement of success" of the discipline.

Grading scale: national and ECTS

Total score and a 100-point scale	ECTS assessment scale	Assesment of the national scale	
		For exam, differentiated pass, training	For pass
90 – 100	A	Excellent	Pass
82 – 89	B	Good	
74 – 81	C		
64 – 73	D	Satisfactory	
60 – 63	E		
35 – 59	FX	Unsatisfactory	Not pass
1 – 34	F		

Rating plan of the discipline

Topic	Forms and types of education		Forms of education	Max rating
1	2		3	4
Topic 1. Theoretical foundations of the concept of the social component of IB	<i>Classroom work</i>			
	Lecture	Topic 1. Theoretical foundations of the concept of the social component of IB	Active participation	1
	Practice	Practical lesson № 1. Case-analysis of the formation of the Ukrainian model of social responsibility	Active participation	1
	<i>Individual work</i>			
Preparation for classes	Study of lecture material, preparation for the lesson, review of theoretical lecture material	Homework check	2	
Topic 2. The concept of the social component: foreign and domestic experience	<i>Classroom work</i>			
	Lecture	Topic 2. The concept of the social component: foreign and domestic experience	Active participation	1
	Practice	Game design organizational and management mechanism for the implementation of responsibilities	Active participation	1
	<i>Individual work</i>			
Preparation for classes	Study of lecture material, preparation for the lesson, review of theoretical lecture material	Homework check	2	
Topic 3. Tools for implementing the social component	<i>Classroom work</i>			
	Lecture	Topic 3. Tools for implementing the social component	Active participation	1
	Practice	Seminar № 2. Work in small groups on the issues: Give a detailed description of the concept of stakeholders and name its main differences from the concepts of corporate selfishness, corporate altruism, reasonable selfishness.	Active participation	1
			Presentation	5
	Lecture	Problem lecture: 3. Socially responsible marketing (CRM and CSM), social entrepreneurship	Active participation	1
	Practice	Practical exercise "Assessment of the level of ethics of the organization"	Active participation	1
			Practice work	3
<i>Individual work</i>				
Preparation for classes	Study of lecture material, preparation for the lesson, review of theoretical lecture material	Homework check	2	
Topic 4. Models of corporate social policy and responsibility	<i>Classroom work</i>			
	Lecture	Topic 4. Models of corporate social policy and responsibility	Active participation	1
	Practice	Practical lesson on the following issues: Overview of modern models of corporate social responsibility in the USA, continental Europe, Great Britain and Ukraine and their main differences from each other. Strategic directions of socially responsible investment in the USA. State regulation as a feature of the continental model of corporate social responsibility. Signs of the British CSR model.	Active participation	1
Express testing			3	

	Individual work			
	Preparation for classes	Study of lecture material, preparation for the lesson, review of theoretical lecture material	Homework check	2
Topic 5. Social investment as an integral part of the economy and social aspect of business.	Classroom work			
	Lecture	Topic 5. Social investment as an integral part of the economy and social aspect of business.	Active participation	1
	Practice	Practical work Social investment. Corporate social відповідальність	Active participation	-
			Written control work	4
	Lecture	Lecture on questions: 5.3. Social investment as a reflection of the socio-economic system.	Active participation	1
	Practice	Practical lesson in the form of mini-training: Coca-Cola Code of Business Ethics. Carrying out a comparative analysis of social responsibility codes of different companies	Active participation	1
			Colloquium	5
	Individual work			
	Preparation for classes	Study of lecture material, preparation for the lesson, review of theoretical lecture material	Homework check	-
Topic 6. Internal and external social investment of business	Classroom work			
	Lecture	Topic 6. Internal and external social investment of business	Active participation	1
	Practice	Analysis of examples of anti-corruption: international experience and national strategy for combating corruption in Ukraine	Active participation	1
	Lecture	Lecture on issues: 6.3. Social programs as a mechanism for implementing the social policy of enterprises and corporations.6.4. Experience in implementing social programs of foreign corporations	Active participation	1
	Practice	Seminar on the following questions: 1. What is the essence of the strategic activity of the enterprise on the basis of CSR? 2. What are the main values of CSR to the strategic activities of the enterprise? 3. What are the differences between responsive and strategic CSR (modeled on M. Porter and M. Kramer)?	Active participation	1
	Individual work			
	Preparation for classes	Study of lecture material, preparation for the lesson, review of theoretical lecture material	Homework check	2

Topic 7. Experience in implementing social programs of corporations and enterprises. Fundraising	<i>Classroom work</i>			
	Lecture	Topic 7. Experience in implementing social programs of corporations and enterprises. Fundraising	Active participation	1
	Practice	Practical work Development of a questionnaire on the state of social responsibility in the organization	Active participation	1
	Lecture	Lecture on questions: 7.4. Work with foundations, work with authorities and local communities. 7.5. American and Ukrainian fundraising tools.	Active participation	-
	Practice	Practical lesson: Describe the main factors influencing the process of developing a CSR strategy. Give a meaningful content of the main stages of developing a CSR strategy. Describe the organizational mechanisms of CSR management.	Active participation	1
			Express testing	3
			Colloquium	5
	<i>Individual work</i>			
	Preparation for classes	Study of lecture material, preparation for the lesson, review of theoretical lecture material	Homework check	2
		The total maximum number of points per module		Σ
Session	Pre-examination consultation	Solving practical problems on various topics included in the final control	Final control	40
	Examination	Execution of tasks of the examination ticket		
	Exam preparation	Repetition of materials of content modules		
	The total maximum number of points in the discipline		Σ	100

Recommended literature

Basic

1. Korotkov, EM Corporate social responsibility: a textbook for bachelors / E.M. Коротков, О.Н. Александрова, С.А. Antonov [et al.]; ed. E.M. Short. - М.: Yurayt Publishing House, 2013 (etc.). - 445 p. - Series: Bachelor. Basic course.
2. Corporate social responsibility. New business philosophy: textbook. help. - М.: Vovnisheconombank, 2011. - 56 p. - Available at: <http://www.veb.ru/common/upload/files/veb/kso/ksobook2011.pdf>

Additional

3. Blagov, YE Corporate social responsibility. Evolution of the concept / Yu.Ye. Blagov. - М.: Higher School of Management, 2010. - 272 p.
4. Blanchard, K. Leadership: to the top of success / K. Blanchard; lane. from English; under the editorship of T. Yu. Ko-Valevo. - СПб.: Питер, 2011. - 368 с.
5. Bogdan, NN Management of social development of the organization: theory and practice: textbook. manual for students. universities / MM Bogdan, M.G. Masilova; Vladivostok. state University of Economics and Service. - Vladivostok: VDUES Publishing House, 2009. - 284 p.
6. Burmistrova, T. Corporate social responsibility and strategic priorities of Russian business / T. Burmistrova // Economic Strategies, № 3/2011, P.68-71 - Available at: http://www.inesnet.ru/magazine/mag_archive/free/2011_03/ES2011-03-burmistrova.pdf
7. Wexler, A.F. Why business sponsorship and charity / A.F. Wexler, G.L. Tulchinsky. - М.: Vershina, 2006. - 336 pp. : ill., Table.
8. Vetluzhsky, E. Motivation and remuneration: Tools. Methods. Practice / E. Vet-Luzky. - М.: Alpina Business Books, Alpina Publishers, 2010. - 210 p.
9. Vetluzhskikh, EN Strategic map, system approach and KPI. Tools for rulers / O.M. Ветлужских. - М.: Alpina Business Books, 2008. - 204 p.
10. Dolan, S. Management based on values. Corporate guide to survival, success and ability to earn money in the XXI century / S. Dolan, S. Gar-xia. - М.: Pretext, 2008. Il. 26. table.21. - 313 p.
11. Zaretsky, AD Corporate social responsibility: world and domestic practice: textbook. manual / AD, Zaretsky, TE Ivanov. - Krasnodar: KSEI Publishing House, 2012. - 231 p.
12. Zinchenko, GP Social partnership / GP Zinchenko, II Horns. - М.: Dashkov and K, 2009 - 224 p.
13. Ivanova, S.V. Development of employees' potential: Professional competencies, leadership, communications / S. Ivanova, D. Boldogoev, E. Botchaninova, A. Glotova, O. Zhigili. - М.: Alpina Business Books, 2008 - 278 p.
14. Kaplan, R.S. Balanced system of indicators / R.S. Kaplan, D.P. Norton; пер.с.англ. - М.: Alpina Business Books, 2006. - 304 p.
15. Corporate social responsibility: public expectations. Consumers, managers, opinion leaders and experts assess the social role of business in Russia / ed. SE Litovchenko, MI Korsakov. - М.: Association of Managers, 2003.-100 p.
16. Krichevsky, NA Corporate social responsibility / NA Krichesky, SF Гончаров. - М.: Dashkov and Co., 2006. - 195p. - Available at: www.krichevsky.ru/files/kso.pdf
17. Minzberg, G. Act effectively! Best practice of management / G. Mintzberg; пер.с англ. - СПб.: ПИТЕР. 2011. - 288 с.
18. Mishurova, IV Personnel motivation management / I.B. Mishurova. - М.: Phoenix, 2010. - 272 p.

19. On the way to a socially responsible university: a monograph / for general. ed. G.I. Maltseva; Vladivostok. state University of Economics and Service. - Vladivostok: VDUES Publishing House, 2009. - 412 p.

20. Neshchadin, AA Business and society: profitable partnership / A.A. Нецадин, Н.И. Gorin, G.L. Tulchynsky and others; under the general ed. A.A. Unfortunate. - М.: Vershina, 2006. - 256 pp. : ill., Table.

Information resources

21. Socially responsible business:

www.amr.ru (portal "Association of Managers")

<http://www.businessdecision.ru> (portal "Business & Decision")

<http://www.ecsocman.edu.ru> (portal "Economics. Sociology. Management")

www.executive.ru (portal "Community of professionals and managers")

<http://www.institutiones.com> (Economic Portal magazine website)

<http://www.mckinsey.com/russianquarterly> (McKinsey Bulletin website)

<http://www.mckinseyquarterly.com> (The McKinsey Quarterly website)

<http://www.quality.eup.ru> (website of the magazine "Quality Management and ISO 9000")

<http://www.strategy-business.com> (Strategy & Business magazine website)

<http://www.csrjournal.com> (Corporate Social Responsibility Portal)

www.sustainability.com (SustainAbility Ltd)

www.bsr.org (Business for Social Responsibility)

www.cseurope.org (Corporate Social Responsibility Europe)

www.ibe.org.uk (Institute for Business Ethics)

www.unglobalcompact.org (UN Global Compact)

www.globalsullivanprinciples.org (Global Sullivan Principles of Social Responsibility)

www.sustainabilityindex.com (Dow Jones Sustainability Indexes)

www.domini.com (The Domini Social Index)

www.cauxroundtable.org (Principles for Business, The Caux Round Table)

www.keidanren.or.jp (Keidanren Charter for Good Corporate Behavior)

22. Corporate citizenship

www.bc.org (Boston College Center for Corporate Citizenship)

www.corporatecitizenship.co.uk (Corporate Citizenship Company)

www.tomorrowcompany.com (Center for Tomorrow's Company)

23. Business and local community

www.bitc.org.uk (Business in the Community)

www.nw.org (Neighborhood Reinvestment Corporation)

www.bpdweb.org (Business Partners for Development (BPD))

24. Social investment of business

www.pwblf.org (The Prince of Wales Business Leaders Forum)

www.aspeninstitute.org/isib (The Aspen Initiative for Social Innovation Through Business)

www.icic.org (Initiative for a Competitive Inner City)

www.jff.org (Jobs for the Future)

www.people2people.org (The Synergos Institute)

25. Link to PNS: <https://pns.hneu.edu.ua/enrol/index.php?id=5344>