

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

Deputy Rector
(vice-rector for scientific and pedagogical work)



Communications and social responsibility

syllabus of the academic discipline

Field of knowledge ***07 Management and administration***
Speciality ***073 Management***
Education level ***first (bachelor)***
Educational program ***Business Administration***

Discipline status ***base***
Language of teaching, studying and assessment ***english***

Head of Management and
Business Department

Tetyana LEPEYKO

APPROVED

at the meeting of the Management and Business Department
Protocol № 2 of August 27, 2020.

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**Sheet of renewal and re-approval
syllabus of the academic discipline**

Academic year	Date of the department meeting – developer of the syllabus	Protocol number	Sign of the Head of the department

Abstract of the educational discipline

The formation of students' fundamental knowledge of the theory and practice of social responsibility and relevant professional competencies that ensure the formation of socially responsible behavior of its subjects (institutions).

The purpose of the discipline: is to master the theoretical knowledge and practical skills to analyze the social responsibility of various actors of social development, study the theoretical provisions and master the tools to use modern practices of interaction between state, business, civil society and man, which would strengthen mutual responsibility of all subjects of public life, to create conditions for sustainable development of the state and societies, which are necessary for the future leader; development of future managers.

Characteristics of educational discipline

Course	2
Semester	3
Number of credits ECTS	4
Form of final control	<i>Pass</i>

Structural and logical scheme of studying the discipline

Previous disciplines	Next disciplines
Management	Strategic management
Fundamentals of psychology and pedagogy	Making and implementing management decisions
Sociology	Human resource management
Business ethics	

Competences and learning outcomes of the discipline:

Competencies	Learning outcomes
SC1. Ability to identify and describe the characteristics of the organization	LO5. Describe the content of the functional areas of the organization
SC2. Ability to analyze the results of the organization, compare them with the factors of external and internal environment, to determine the prospects for the development of the organization	LO11. Demonstrate skills of situation analysis and communication in various areas of the organization
SC3. Ability to determine the prospects for the development of the organization	LO6. Identify skills of search, collection and analysis of information, calculation of indicators to justify management decisions
SC6. Ability to act socially responsibly and consciously	LO15. Demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.

The program of the educational discipline

Content module 1. The essence and objectives of corporate social responsibility

Topic 1. Social responsibility as a factor of sustainable development.

1.1. *Definition of «social responsibility».* The essence and importance of corporate social responsibility. Draft international standard on social responsibility ISO 26000. Components of social responsibility.

1.2. *History of social responsibility development.* SR development in Ukraine. History of corporate social responsibility development. Internal and external environment of CSR.

1.3. *Features of the formation of SR models.* CSR business models. The difference between American and European models. Social responsibility of man, state and society.

Topic 2. External communication on the basis of social responsibility.

2.1. *International standards and national SR policy.* International human rights standards. Universal Declaration of Human Rights. International Covenant on Economic, Social and Cultural Rights. International Covenant on Civil and Political Rights.

2.2. *Dialogue with stakeholder as the main principle of SR.* Concepts and types of stakeholders, their involvement. Identification of company stakeholders, communication with stakeholders, best practices of dialogue with stakeholders of leading companies in the field of SR, dialogue assessment. Convention on the Rights of the Child. Ukrainian labor legislation as a basis for SR in relations with employees.

2.3. *Socially responsible business relations with territorial communities.* Definition of territorial communities. Community influence on the work of companies and the responsibility of companies to the population. Development of partnerships with local authorities and the community. Participation of companies in community life. Cooperation of business structures with non-governmental organizations.

Topic 3. Internal communication on the basis of social responsibility.

3.1. The notion of non-financial reporting

The concept of social reporting. Resources in the field of social reporting.

3.2. *Standart of preparation non-financial reporting.* Corporate social reports: essence, tasks and structure.

3.3. *The process of preparing a report.* Reporting process.

Topic 4. Social partnership as a tool for the formation of social responsibility.

4.1. *Concept of social partnership, its principles.* Levels of social partnership, mechanism of social partnership. The main actors in the system of social partnership. Social partnership and regulation of social and labor relations.

4.2. *Regulation of relations in the field of labor on the principles of social partnership and socially responsible behavior.* Social and regulation of social and labor relations. Regulation of labor relations on the principles of social partnership and socially responsible behavior.

Topic 5. Environmental component of social responsibility

5.1. The importance of responsible attitude of organizations to the environment.

The essence and significance of a responsible attitude to the environment. Preventive approach to solving environmental problems..

5.2. *International documents and initiatives on the environment.* Functions and levels of environmental responsibility. Environmental management as a tool for implementing social responsibility.

5.3. *Legislation of Ukraine on environmental protection.* Ukrainian experience in implementing the principles of environmental responsibility. International experience in implementing the principles of environmental responsibility.

Topic 6. Human rights and labor practices as a subject of social responsibility.

6.1. *Human rights in the workplace.* International initiatives for the protection of human rights in the business environment. Human rights and labor practices as a subject of CSR. International human rights standards. Universal Declaration of Human Rights. International Covenant on Economic, Social and Cultural Rights. International Covenant on Civil and Political Rights. Convention on the Rights of the Child. Ukrainian labor legislation as a basis for CSR in relations with employees

6.2. *Best CSR practices for personnel and their reproduction in non-financial reporting.* Best work practices and indicators of internal SR: domestic and foreign experience.

Topic 7. Strategic directions of social responsibility development in Ukraine.

7.1. *The main tasks of the strategy of social responsibility development.* Social responsibility as a factor in the introduction of sustainable development. Energy efficiency and increasing industrial productivity and competitiveness as the main areas of SR.

7.2. *State guidelines for the formation and implementation of social responsibility in Ukraine.* SR evaluation criteria. Characteristics of the main methods of SR assessment.

The list of practical (seminar) / laboratory classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the discipline".

Teaching and instruction methods

The main method of teaching the discipline is an explanatory-illustrative method, which is a tool for studying theoretical material, all lectures are presented in the form of presentations using Microsoft PowerPoint. Methods are also used to achieve competencies and learning outcomes: discussions (topic 1, topic 5), presentations (topic 2, topic 3; topic 4, topic 6.), illustrations (topic 1 - topic 7), mini-lecture (topic 1.), work in small groups (theme 3), role-playing games (theme 6), case studies (theme 4; theme 7), various individual (theme 1 - theme 6) and group work (theme 6 - theme 7), trainings (topic 6).

Assessment system of learning outcomes

Simon Kuznets KhNEU uses a cumulative (100-point) system.

Current control, which is carried out during the semester during lectures, practical, seminar classes and is estimated by the amount of points scored (maximum amount – 100 points; the minimum amount that allows a student to get credit – 60 points).

final / semester control, which is carried out in the form of a semester differentiated test, according to the schedule of the educational process.

The current assessment of applicants' knowledge takes place during lectures, seminars, practical classes and tasks.

lectures - active work during the lecture (up to 1 point for each lesson depending on the level of student activity) (total maximum number of points – 17));

practical / seminar classes - active work during the lesson, the degree of mastering the actual material of the discipline (estimated at 1 point for each practical lesson depending on the level of student activity (total maximum number of points – 17));

reports and presentation of the results of tasks (problem situations) and research. During the semester, students have 6 such homework assignments. Maximum score – 6 points for each task;

current control work. During the semester, students have 2 such tests (topics 1 – 2 and topics 3 – 5 respectively). Maximum score – 6 points;

final test, it includes all topics of the discipline (topics 1-7). The structure of this work: 1) one theoretical task / case / situation (maximum score – 8 points); ten questions with an open test (maximum score for each question – 1 point). The maximum score is 18 points.

Final / semester control of knowledge and competencies of students in the discipline is carried out in the form of differentiated semester test, the task of which is to test students' understanding of the program material as a whole, logic and relationships between individual sections, ability to creatively use accumulated knowledge, ability to formulate problems of academic discipline, etc.

During the semester control in the form of a differentiated test, the final number of points in the discipline (maximum – 100 points) is defined as the sum of (simple) points for the results of the student's success in the current control.

A student should be considered certified if the sum of points obtained as a result of the final / semester examination is equal to or exceeds 60.

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.

Scale of assessment: national and ECTS

The amount of points for all types of educational activities	ECTS rating	Score on a national scale	
		For exam, course project (work), practice	For pass
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not passed
35 – 59	FX		
1 – 34	F		

Rating-plan of the educational discipline

Topic	Forms and types of education		Forms of evaluation	Max points
1	2		3	4
Topic 1. Social responsibility as a factor of sustainable development	<i>Classroom work</i>			
	Lecture	Lecture on the topic questions: 1. Definition of "social responsibility". 2. The essence and significance of social responsibility. 3. Components of social responsibility.	Active work	1
		Problem-lecture on the topic question: 3. SR development in Ukraine.	Active work	1
	Seminar	Seminar on the topic: 1. Draft international standard on social responsibility ISO 26000. 2. History of social responsibility	Active work	1

1	2		3	4
Topic 1. Social responsibility as a factor of sustainable development		Seminar on the topic: 4. CSR business models. 5. Social responsibility of man, state and society. 6. Social responsibility in the priorities of the country's development. 7. Social responsibility as a factor in the introduction of sustainable development.	Active work	1
	<i>Individual work</i>			
	Questions and tasks for the individual work	Elaboration of lecture material: International initiatives as factors of formation and development of social responsibility. Preparation for seminars. The main trends in the development of social responsibility.	Homework check	6
Topic 2. External communication on the basis of social responsibility.	<i>Classroom work</i>			
	Lecture	Problem lecture: 1. International human rights standards. 2. The concept and types of stakeholders, their involvement.	Active work	1
		Practical lesson on the topic: Analysis of the company's stakeholders	Active work	1
		Lecture: 3. Definition of territorial communities	Active work	1
	Practical	Practical lesson on the topic: Compilation of a matrix of stakeholders	Active work	1
	<i>Individual work</i>			
	Questions and tasks for the individual work	Identification of company stakeholders, communication with stakeholders, best practices of dialogue with stakeholders of leading companies in the field of CSR, dialogue assessment. Universal Declaration of Human Rights. International Covenant on Economic, Social and Cultural Rights. International Covenant on Civil and Political Rights. Convention on the Rights of the Child. Ukrainian labor legislation as a basis for CSR in relations with employees.	Homework check	6
Topic 3. Internal communication on the basis of social responsibility.	<i>Classroom work</i>			
	Lecture	Lecture: 1. The concept of social reporting. Corporate social reports: essence, tasks and structure. Resources in the field of social reporting. Reporting process.	Active work	1
		Lecture 2 .: 2. Corporate social reports: essence, tasks and structure. Resources in the field of social reporting.	Active work	1
	Practical	Practical lesson: Research of reports of sustainable development of various companies	Active work	1

Continuation of the table 1

1	2		3	4	
Topic 3. Internal communication on the basis of social responsibility.		Practical lesson: Auditing of social reporting	Active work	1	
			Control work	6	
	Lecture	Lecture 2: 3. The process of preparing reports.	Active work	1	
	Practical	Practical lesson: Auditing of social reporting Work in small groups: "Corporate social reports: essence, tasks and structure".	Active work	1	
	<i>Individual work</i>				
	Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminar and control work.	Homework check	6	
Topic 4. Social partnership as a tool for the formation of social responsibility	<i>Classroom work</i>				
	Lecture	Lecture: 1. Levels of social partnership, mechanism of social partnership. 2. The main actors in the system of social partnership. 3. Social partnership and regulation of social and labor relations	Active work	1	
		Problem lecture 4. Social partnership as a method of resolving social conflicts at sharp levels of enterprise management	Active work	1	
	Practical	Case: Development of directions for strengthening the social responsibility of social development actors through social partnership	Active work	1	
		Continuation of work with the case: Development of directions for strengthening the social responsibility of social development actors through social partnership	Active work	1	
			Current control work	6	
	Questions and tasks for the individual work	Elaboration of lecture material. Regulation of labor relations on the principles of social partnership and socially responsible behavior. Preparation for the current control work	Homework check	6	

1	2		3	4
<i>Classroom work</i>				
Topic 5. Environmental component of social responsibility	Lecture	.Lecture on the topic questions: 1. The essence and significance of a responsible attitude to the environment. 2. Environmental management as a tool for implementing social responsibility.	Active work	1
		Lecture on the topic questions: International documents and initiatives on the environment	Active work	1
		Problem lecture: 4. International standards on eco-management in Ukraine	Active work	1
	Practical	Questions for the seminar-discussion: 1. Preventive approach to solving environmental problems. 2. Functions and levels of environmental responsibility	Active work	1
		Questions for the seminar-discussion: 3. Environmental protection. 4. Ukrainian experience in implementing the principles of environmental responsibility.	Active work	1
		Questions for the seminar-discussion: 5. Legislation of Ukraine on environmental protection. 6. International experience in implementing the principles of ER	Active work	1
	<i>Individual work</i>			
Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminar, preparation of presentation.	Homework check	6	
<i>Classroom work</i>				
Topic 6. Human rights and labor practices as a subject of social responsibility	Lecture	Lecture on the topic questions: Lecture: 1. Human rights in the workplace. 2. International initiatives for the protection of human rights in the business environment.	Active work	1
		Lecture: 3. Best CSR practices for staff and their reproduction in non-financial reporting.	Active work	1
		4. Best labor practices and indicators of internal CSR: domestic and foreign experience	Active work	1
	Practical	Role-playing games: Building relationships with employees on the basis of corporate social responsibility	Active work	1
		Stages of preparation of a non-financial report	Active work	1
		Trening: Analysis of the report's compliance with GRI recommendations.	Active work	1
	<i>Individual work</i>			
Questions and tasks for the individual work	Energy efficiency and increasing industrial productivity and competitiveness as the main areas of SR. SR strategy and policy Strategic goals of implementing the national model of corporate social responsibility policy in Ukraine.	Homework check	6	

1	2	3	4	5
<i>Classroom work</i>				
Topic 7. Strategic directions of social responsibility development in Ukraine	Lecture	Lecture on the topic questions: 1. The main tasks of the strategy of social responsibility development. 2. State guidelines for the formation and implementation of social responsibility in Ukraine.	Active work	1
		Lecture: 3. Evaluation criteria for SR. 4. The structure of the process of developing and assessing the economic potential of the SR organization. 5. Characteristics of the main methods of SR assessment.	Active work	1
	Practical	Case: Substantiation of strategic directions of development of social responsibility in Ukraine	Active work	1
		Case: Substantiation of strategic directions of development of social responsibility in Ukraine on the basis of the analysis of experience of other countries	Active work	1
		Writing a final test	Final control work	18

Recommended books and resources

Main

1. Комунікації та соціальна відповідальність: навчальний посібник / С.К. Василик, О.В.Майстренко, Немашкало К.Р. – Харків: ХНЕУ ім. Семе́на Кузне́ця, 2019. – 180с.

Additional

2. Корпоративна соціальна відповідальність: моделі та управлінська практика: підручник / (за наук. ред. О. С. Редькіна). – К.: Фарбовий лист, 2011. – 480 с.

3. Котлер Ф. Корпоративна соціальна відповідальність. Як зробити якомога більше добра для вашої компанії та суспільства / Ф. Котлер, Н. Лі. – К.: Стандарт, 2005. – 302 с.

4. Василик С.К. Відносини з персоналом як пріоритетна сфера корпоративної соціальної відповідальності / С.К. Василик, О.В. Майстренко // Modern problems of the economy of development in the context of the world transformational changes. Monograph. – Opole: The Academy of Management and Administration in Opole, 2013. – P. 49-61.

5. Maystrenko O. V. Main methods of qualitative assesment of social responsibility (SR) / O. V. Maystrenko // The advanced science journal. - ISSUE 4-2015. United States. - P. 58-60

6. Саприкіна М., Каба Д. Діалог зі стейкхолдерами: міжнародні та українські реалії сьогодення / М. Саприкіна, Д. Каба. – К.:Фарбований лист, 2011 – 475с.

7. Стратегія та політика КСВ як компонент євроінтеграційної стратегії. стан та перспективи КСВ в Україні [Електронний ресурс]. – Режим доступу: http://www.ucipr.kiev.ua/userfiles/WG3-session1_12Mar2013_recommendations.doc.

8. 10 principles UN Global Compact [Electronic resource] / The United Nations Global Compact. – Access mode: <http://www.unglobalcompact.org>.

Informational resources

9. Global Reporting Initiative. [Електронний ресурс]. – Режим доступу: www.globalreporting.org.

10. Центр «Розвиток корпоративної соціальної відповідальності». [Електронний ресурс]. – Режим доступу: <http://www.csr-ukraine.org/about.html>.

11. 10. Maystrenko O. V. Communications and social responsibility // Сайт ПНС ХНЕУ ім. С. Кузнеця [Electronic resource] . – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=4694>