

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
міжнародних економічних відносин
Протокол № 1 від 28.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



**КОРПОРАТИВНА СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ ТА ЗВ'ЯЗКИ З
ГРОМАДСЬКІСТЮ**

робоча програма навчальної дисципліни (РПНД)

Галузь знань 29 "Міжнародні відносини"
Спеціальність 292 "Міжнародні економічні відносини"
Освітній рівень третій (освітньо-науковий)
Освітня програма "Міжнародні економічні відносини"

Статус дисципліни вибіркова
Мова викладання, навчання та оцінювання англійська

Розробник(и):
к.е.н., доцент

Олександра ГРОНЬ

Завідувач кафедри
міжнародних економічних
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Ірина ОТЕНКО

Гарант програми

Ірина ОТЕНКО

Харків
2023

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

APPROVED

at the meeting of the department
of international economic relations
Protocol № 1 of 28.08. 2023

APPROVED

Vice-rector for educational and methodical work


Karina NEMASHKALO



CORPORATE SOCIAL RESPONSIBILITY AND PUBLIC RELATIONS

Program of the course

Field of knowledge
Specialty
Study cycle
Study programme

**29 «International Relations»
292 «International Economic Relations»
third (educational and scientific)
«International Economic Relations»**

Course status
Language

**elective
English**

Developer
PhD (Economics)
Associate professor



Oleksandra GRON

Head of department of
international economic
relations



Iryna OTENKO

Head of Study Programme



Iryna OTENKO

**Kharkiv
2023**

INTRODUCTION

Modern society expects from businesses socially responsible actions and active participation in solving society's problems. The change in the place and role of business entities in economic relations, the processes of globalization and the formation of a single communication space actualized the need for the formation of a new paradigm of sustainable development. It can be implemented most effectively within the enterprise on the basis of a strategy of socially responsible marketing - a marketing philosophy that envisages the company's activity in a way that best meets the interests of society in the present and long-term perspective and is a voluntary initiative of organizations to comply with ethical standards in the field of social interaction and acceptance of responsibility for the impact on the environment, partners, consumers, employees, communities, etc.

The purpose of the course is "Corporate social responsibility and public relations" is the formation of knowledge about the essence and principles of corporate social responsibility and the skills of implementing corporate social responsibility in the activities of international companies; skills of forming the image of a socially responsible company using public relations technologies.

The tasks of the course are the formation of student's complete system of knowledge regarding models of corporate social responsibility, understanding of stakeholder theory, principles of social responsibility of business, relations of the company with external organizations on the basis of corporate social responsibility;

skills in assessing the effectiveness of corporate social responsibility; planning the development of corporate social responsibility as a factor in increasing the company's competitiveness on the international market; implementation of the system of corporate social responsibility in the company's practice; the use of public relations technologies in the company's activities, which contribute to the formation of the image of a socially responsible company; implementation of the principles of social responsibility of business; substantiation of the most important areas of socially responsible activity at this stage of the company's development.

The object of the course there is corporate social responsibility of international companies.

The subject of the course there are theoretical approaches, conceptual models, methods of implementing corporate social responsibility in the activities of international companies and technologies of communication with stakeholders to form the image of a socially responsible company on the international market.

The learning outcomes and competencies formed by the course are defined in table 1.

Learning outcomes and competencies formed by the course

| Learning outcomes | Competencies |
|-------------------|------------------------------|
| LO06 | GC02, GC03, GC04, SC01, SC04 |
| LO07 | GC1, GC04, SC02, SC04 |
| LO08 | GC03, GC04, SC03, SC04 |
| LO09 | GC04, SC01, SC04 |
| LO10 | GC01, GC03, GC04 |

where, LO06. Freely present and discuss with specialists and non-specialists the results of research, scientific and applied problems of MEV in national and foreign languages, publish the results of research in scientific publications in leading scientific publications.

LO07. Formulate and test hypotheses; use appropriate evidence to substantiate conclusions, in particular, the results of theoretical analysis, empirical research (surveys, observations, etc.) and mathematical and/or computer modeling, available literature data.

LO08. Plan and carry out theoretical and applied research on international economic relations using modern scientific tools.

LO09. Deeply understand the general principles and methods of economic sciences, as well as the methodology of scientific research, apply them in one's own research in the field of international economic relations, critically analyze the results of one's own research and the results of other researchers in the context of the entire complex of modern knowledge regarding the problem under study.

LO10. Analyze and evaluate the state and prospects for the development of international economic relations, in particular, taking into account the security-oriented aspect of international business management, based on a holistic scientific understanding of the economic unity of the world, effectively apply the regulatory mechanisms of international economic relations at the national, regional and international levels in the conditions of modern processes of convergence and divergence.

GC01. Ability to think abstractly, carry out analysis and synthesis.

GC02. Ability to search, process and analyse information from various sources.

GC03. Ability to work in an international context.

GC04. Ability to solve complex problems of the economy based on a systemic scientific worldview and general cultural outlook adhering to the principles of professional ethics and academic integrity.

SC01. The ability to perform original research, to achieve scientific results that create new knowledge in the field of international economic relations and related interdisciplinary areas and can be published in leading scientific publications.

SC02. The ability to generate new ideas regarding the development of the theory and practice of international economic relations.

SC03. The ability to integrate knowledge from different fields, apply a systematic approach and take into account non-economic aspects when solving complex problems of international economic relations and conducting research.

SC04. The ability to identify, pose and solve problems of a research nature in the field of international economic relations, evaluate and ensure the quality of performed research.

COURSE CONTENT

Content module 1. Theoretical principles of corporate social responsibility.

Topic 1. Conceptual foundations of the development of corporate social responsibility. Models of corporate social responsibility. Principles of social responsibility.

Topic 2. Corporate social responsibility in the company's management system. Organization of corporate social responsibility activities in the company.

Topic 3. Evaluation of the effectiveness of corporate social responsibility. Methods of evaluating the effectiveness of corporate social responsibility programs.

Topic 4. Strategic directions for the development of social responsibility in Ukraine and the world. International initiatives as a factor in the development of corporate social responsibility.

Content module 2. Public relations as a necessary tool of corporate social responsibility.

Topic 5. Relations with the company's stakeholders.

Topic 6. The policy of socially responsible business conduct in the market environment. Socially responsible marketing. Principles of fair competition. Cooperation with non-governmental organizations.

Topic 7. Corporate social responsibility and formation of the company's corporate culture. Standards in the field of labor. Internal corporate social responsibility practices. Professional ethics.

Topic 8. Social reporting and information policy regarding corporate social responsibility. International reporting standards for sustainable development. Construction of a communication system regarding cooperative social responsibility.

Content of practical classes

During practical classes, students analyze, systematize, generalize, consolidate, deepen theoretical knowledge on the chosen topic of scientific research and practical skills, the ability to formulate and test hypotheses; use appropriate evidence to substantiate conclusions.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

List of practical (seminar) studies

| Name of the topic and/or task | Contents |
|-------------------------------|---|
| Practical lesson 1 | Task 1. Study of global trends in CSR development. Analysis of the impact on the research topic. |
| Practical lesson 2 | Task 2. Analysis of CSR models in different countries. Preliminary analysis of the research object and compilation of the list of research tasks. |
| Practical lessons 3-4 | Task 3. Evaluation of CSR programs. Information and analytical support of research. UN global initiative. Goals of sustainable development. |
| Practical lessons 5-6 | Task 4. The concept of interested parties, drawing up a stakeholder map. Assessment of the company's interaction with stakeholders. |
| Practical lessons 7-8 | Task 5. Plan for building a communication system. |
| Practical lesson 9 | Task 6. Non-financial reporting, analysis and reporting. |
| Practical lesson 10 | Discussion and presentation of research results |

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

| Name of the topic and/or task | Content |
|--|---|
| Task 1. Preparation for lectures and practical classes | Study of lecture material, preparation for practical classes, work with scientific literature |
| Task 2. Work with literary sources | Search for scientific information. Selection and systematization of literary sources. Designing a task to justify the relevance of the research topic |
| Task 3. Collection, processing and systematization of primary information | Work with special literature, electronic search of scientific information, processing and systematization of information |
| Task 4. Writing theses and preparing a presentation for speaking at a conference | Writing theses on the topic of scientific research, taking into account the impact of CSR |
| Task 5. Presentation of research results | Preparation of the presentation of research results. Preparation of speech at the conference. |

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 1- 8), mini-lecture (Topic 4), problem lecture (Topic 8)).

Visual (demonstration (Topic 1 - 8)).

Practical (practical work (Topic 1 - 8), case-study (Topic 4, 6), seminar-discussion (Topic 1)).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lecture, practical, laboratory and seminar classes and is aimed at checking the level of preparedness of the education seeker of higher education for the performance of specific work and is evaluated by the sum of points scored:

Current control: Individual educational and research tasks (60 points), writing conference theses (40 points).

Final control is carried out in the form of semester control.

Semester control: Grading.

Final assessment by academic discipline is determined by adding up the points for the current control.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Harbar Zh. V., Mazur K. V., Mostenska T. G. Corporate governance and social responsibility. Part 2. Corporate social responsibility: education. manual. Vinnytsia: VNAU, 2020. - 228 p.

2. Guseva O.Yu., Voskoboyeva O.V., Khlevytska T.B. Social responsibility of business: a study guide. State University of Telecommunications, 2020. - 222 p.

3. Hancock, John. "Investing in corporate social responsibility : a guide to best practice, business planning and the UK's leading companies." (2005). Kogan Page Business Books. – 320 p.

4. Otenko I.P. Formation of the information space of enterprises in the international business environment / I.P. Otenko, M.I. Chepelyuk // Business information. – 2016. - №9. – С. 236-240. Access mode: https://www.business-inform.net/export_pdf/business-inform-2016-9_0-pages-236_240.pdf

5. Saprykina M. Why do businesses need sustainability reports? <https://www.epravda.com.ua/columns/2019/10/31/653160/>

6. 10 key differences between CSR and philanthropy
<https://mind.ua/publications/20232331-10-klyuchovih-vidminnostej-mizh-ksv-ta-blagodijnisty#one>

Additional

7. Otenko I.P., Chepelyuk M.I. Corporate culture: international and transformational aspects: monograph. Kharkiv: S. Kuznets KhNUE, 2018. 243 p. Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/20079>

8. Social responsibility of business: theory and methodology of accounting: monograph / S.Ya. Korol. – Kyiv : KNTUE, 2016. – 416 p.

9. Social responsibility: education. Manual / N.M. Sirenko, T.I. Lunkina, A.V. Burkovskaya. - Mykolaiv : MNAU, 2021. - 216 p.

10. Corporate social responsibility: training. manual / Yury Fedkovych Chernivtsi National University; structure. V. Yu. Gruntkovskiyi. - Chernivtsi : Ruta, 2017. - 139 p.

11. Gron O. V. The concept of interested parties in international business // International scientific journal "Internauka". Series: "Economic Sciences". - 2021. - №5. Access mode: <http://www.inter-nauka.com/issues/economic2021/5/>

Information resources

12. International leadership on social responsibility: ISO 26000:2010. URL <http://www.iso.org/iso/ru/home/standards/iso26000.htm>

13. Global Compact Network in Ukraine: website. URL : <http://www.globalcompact.org.ua>

14. Green Paper of the European Union. http://www.rspenergy.ru/main/static.asp?art_id=15524

15. Declaration of Fundamental Principles and Rights at the Workplace of the International Labor Organization: Declaration [Electronic resource]. - Access mode : [http : zakon.rada.gov.ua/laws/show/993_260](http://zakon.rada.gov.ua/laws/show/993_260)

16. OECD Organization for Economic Cooperation and Development: website. URL: <http://www.oecd.org>

17. Center for the Development of Corporate Social Responsibility: website. URL: <http://csr-ukraine.org>

18. Brands Doing Corporate Social Responsibility Successfully <https://digitalmarketinginstitute.com/blog/corporate-16-brands-doing-corporate-social-responsibility-successfully>