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

ЗАТВЕРДЖЕНО
на засіданні кафедри
менеджменту та бізнесу
Протокол № 1 від 25.08.2023 р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи

_____ Каріна НЕМАШКАЛО

КОМУНІКАЦІЇ ТА СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ
робоча програма навчальної дисципліни (РПНД)

Галузь знань	**всі**
Спеціальність	**всі**
Освітній рівень	**третій (освітньо-науковий)**
Освітня програма	**всі**

Статус дисципліни	**вибіркова**
Мова викладання, навчання та оцінювання	**англійська**

Розробники:
к.е.н., доцент   Сергій ВАСИЛИК

к.е.н., доцент   Ольга МАЙСТРЕНКО

Завідувач кафедри
менеджменту та бізнесу   Тетяна ЛЕПЕЙКО

Харків
2023

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

APPROVED
at the meeting of the department
management and business
Protocol № 1 of 25.08.2023

AGREED
Vice-rector for educational and methodical
work

_____ Karina NEMASHKALO

COMMUNICATIONS AND SOCIAL RESPONSIBILITY
Program of the course

Field of knowledge	**All**
Specialty	**All**
Study cycle	**third (educational and scientific)**
Study programme	**All**

Course status	**elective**
Language	**English**

Developers:
PhD (Economics),
Associate Professor

_____ Sergii VASYLYK

PhD (Economics),
Associate Professor

_____ Olha MAISTRENKO

Head of Management and
Business Department

_____ Tetyana LEPEYKO

Kharkiv
2023

INTRODUCTION

The course "Communications and social responsibility" should acquaint students with the general patterns of interaction between business and society, with the use of social responsibility in the management of organizations and the formation of a socially responsible worldview in them.

The purpose of the course is to provide students with basic knowledge of the theory and practice of social responsibility, to acquire relevant professional competencies that ensure the formation of socially responsible behavior.

The main tasks of studying the course "Communications and social responsibility" are the study of the theoretical foundations of social responsibility; analysis of the features of social responsibility of various subjects of social development; acquisition of scientifically based, rational knowledge about processes, practices and models of social responsibility; study of social responsibility practices to ensure the development of the state, society and business; study of theoretical provisions and mastery of relevant tools for the use of modern practices of interaction between the state, business, civil society and man, which would allow to strengthen the mutual responsibility of all subjects of public life, to create conditions for the sustainable and stable development of the state and society

The subject of the course is the toolkit for the formation and functioning of social responsibility in the organization.

The object of the course is the theoretical and practical provisions of the interaction of the state, business, society and people in the field of social responsibility as a condition for the sustainable development of society.

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

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
Know own rights and responsibilities as a member of society, understand the values of civil society, the rule of law, human and civil rights and freedoms in Ukraine	Valuing and respecting diversity and multiculturalism
	Ability to act in a socially responsible and conscious manner
Preserve moral, cultural, scientific values and multiply the achievements of society, use various types and forms of physical activity to lead a healthy lifestyle	Valuing and respecting diversity and multiculturalism
Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership	Ability to manage the organization and its divisions through the implementation of management functions
	Ability to select and use modern management tools
Describe the content of the functional areas of an organization's activities	Ability to determine the prospects for the development of the organization
	Ability to create and organize effective communications in the management process

	Ability to determine the prospects for the development of the organization
Demonstrate organizational design skills	Ability to identify the functional areas of the organization and the connections between them
	Ability to select and use modern management tools
Implement management techniques to ensure the effectiveness of the organization	Ability to manage the organization and its divisions through the implementation of management functions
	Ability to create and organize effective communications in the management process
Demonstrate interaction, leadership, and teamwork skills	Ability to manage the organization and its divisions through the implementation of management functions
Have the skills to justify effective tools for motivating the organization's staff	Ability to adapt and act in a new situation
Demonstrate skills in situation analysis and communication in various areas of the organization's activities	Ability to use information and communication technologies
	Ability to work in a team and establish interpersonal interaction in solving professional problems
	Ability to create and organize effective communications in the management process
	Ability to develop effective procedures and communication mechanisms for interpersonal interaction in the business environment, including adaptation to new situations
Assess the legal, social and economic consequences of the organization's functioning	Ability to act on the basis of ethical considerations (motives)
	Ability to act in a socially responsible and conscious manner
Demonstrate the ability to act socially responsible and socially conscious on the basis of ethical considerations (motives), respect for diversity and interculturalism	Ability to apply knowledge in practical situations
	Ability to act in a socially responsible and conscious manner
	Ability to develop and demonstrate leadership and behavioral skills
Demonstrate communication, research, technological and cross-cultural skills necessary to analyze business situations, prepare, justify and present management decisions	Knowledge and understanding of the subject area and understanding of professional activities

COURSE CONTENT

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

Topic 1. Social responsibility as a factor of sustainable development.
Definition of "social responsibility". The essence and importance of corporate social responsibility. International standard on social responsibility ISO 26000. Components of social responsibility. SR development in Ukraine. History of corporate social responsibility development. Internal and external environment of CSR. 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.
International human rights standards. Universal Declaration of Human Rights. International Covenant on Economic, Social and Cultural Rights. International Covenant on Civil and Political Rights. 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.

Definition of local 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.
The notion of non-financial reporting. Resources in the field of social reporting. Corporate social reports: essence, tasks and structure. Reporting process.

Topic 4. Social partnership as a tool for the formation of social responsibility.
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. Regulation of labor relations on the principles of social partnership and socially responsible behavior.

Topic 5. Environmental component of social responsibility
The essence and significance of a responsible attitude to the environment. Preventive approach to solving environmental problems.. Functions and levels of environmental responsibility. Environmental management as a tool for implementing social responsibility. 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.

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. Best work practices and indicators of internal SR: domestic and foreign experience.

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

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. SR evaluation criteria. Characteristics of the main methods of SR assessment.

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

Table 2

The list of practical (seminar) studies

Name of the topic and/or task	Content
Topic 1 Task 1	Seminar class on the topic "The essence and importance of corporate social responsibility". 1. International standard on social responsibility ISO 26000. 2. History of social responsibility development. 3. SR development in Ukraine. 4. CSR business models. 5. Social responsibility of man, state and society. 6. Social responsibility in the country's development priorities. 7. Social responsibility as a factor of sustainable development.
Topic 2 Task 2	Stakeholders analysis.
Topic 3 Task 3	Building Matrix of stakeholders.
Topic 4 Task 4	Study of sustainability reports of different companies
Topic 5 Task 5	Seminar class on the topic "Environmental component of social responsibility". 1. Preventive approach to solving environmental problems. 2. Functions and levels of environmental responsibility. 3. Environmental protection. 4. Ukrainian experience in implementing the principles of environmental responsibility. 5. Legislation of Ukraine on environmental protection. 6. International experience of implementing the principles of environmental responsibility.
Topic 6 Task 6	Development of directions for strengthening the social responsibility of social development entities through social partnership
Topic 7 Task 7	Training: "Preparation of a non-financial report or analysis of compliance of a report with GRI recommendations."

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

<div align="right">Table 3</div>

List of self-studies

Name of the topic and/or task	Content
Topic 1-7	Search, selection and review of literature on a given topic
Topic 1-7	Preparation for the Express test
Topic 1-7	Preparation for practical classes
Topic 1-7	Performing an individual task (presentation)
Topic 1-7	Preparing for the final test

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 "Communications and social responsibility", in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as: lecture-discussion (Topic 1, 4, 5, 7), mini-lectures (Topic 2, 3, 6), individual research work on preparing an essay (Topic 3), business games (Topic 2, 4), case studies (Topic 2–7), seminar class and presentations (Topic 1, 5).

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 lectures, practical and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

− for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of a semester grading.

The final grade in the course is determined:

− for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

completion of individual tasks, solving cases, implementation and presentation of the task, taking part in trainings, business games by topics will allow the student to accumulate up to 50 points;

current control work 1 in the form of tests, includes topics 1–2. The maximum score is 9 points;

current control work 2, includes topics 3–4. The maximum score is 9 points;

current control work 3, includes topics 5–7. The maximum score is 15 points.

Independent training includes:

1) studying the theoretical material from the previous lecture before each subsequent lecture session. The general criteria for evaluating the independent training of students are: depth and strength of knowledge, level of thinking, ability to systematize knowledge on individual topics, ability to draw reasonable conclusions, mastery of the categorical apparatus;

2) collection, generalization, processing of information necessary for active work in practical classes and writing the essay (17 points).

Semester control: Grading.

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

RECOMMENDED LITERATURE

Main

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

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

3. Менеджмент : навчальний посібник / Т. І. Лепейко, О. М. Миронова. – Харків : ХНЕУ, 2010. – 203 с. (Укр. мов.) Режим доступу: http://repository.hneu.edu.ua/handle/123456789/30823

Additional

4. Klimenko O. Social responsibility and strategic business initiatives / O. Klimenko // Менеджмент XXI століття : глобалізаційні виклики : матер. VI міжнар. наук.-практ. конф., м. Полтава, 19 трав. 2022 р.: тези допов. – Полтава : ПДАУ, 2022. – С. 280-282. [Electronic resource]. – Access mode: http://www.repository.hneu.edu.ua/handle/123456789/27431

5. Kolodiziev O. Social Responsibility of Higher Education under Martial Law / O. Kolodiziev, I. Krupka, V. Kovalenko and other // – Economic Studies (Ikonomicheski Izsledvania). – 2023. - 32(1). - P. 143-163. [Electronic resource]. – Access mode: http://www.repository.hneu.edu.ua/handle/123456789/28891

6. Maistrenko O.V. Directions of social partnership: international experience = Напрями соціального партнерства: міжнародний досвід / O. V. Maistrenko // Економіка та суспільство. – 2021. – Вип. 27. [Electronic resource]. – Access mode: http://www.repository.hneu.edu.ua/handle/123456789/27061

7. Salun M. Corporate social responsibility: interpretation in Ukraine and abroad / M. Salun, L. Konstantynovskyi // Підприємництво і торгівля : зб. наук. пр. / ред. кол.: Куцик П. О., Семак Б. Б. та ін. – Львів : Львів. торг.-екон. ун-т, 2021. – Вип. 31. – С. 55-61. [Electronic resource]. – Access mode: http://www.repository.hneu.edu.ua/handle/123456789/26934

Information resources

8. Global Reporting Initiative. [Electronic resource]. – Access mode: www.globalreporting.org.

9. Центр «Розвиток корпоративної соціальної відповідальності». [Electronic resource]. – Access mode: http://www.csr-ukraine.org/about.html.