



Syllabus of the educational course
 « Corporate social responsibility and public relations »

Specialty	292 International Economic Relations
Educational program	International Economic Relations
Level of education	The third (educational and scientific) level of higher education
Course status	Elective
Language of teaching, learning and assessment	English
Course / semester	1 course, 2 semester
Number of credits ECTS	5
Distribution of hours by forms educational process and types educational classes	Lectures – 20 hours. Practical studies (seminars) – 20 hours Self-study – 110 hours.
Form of semester assessment	Pass
Department	Department of International Economic Relations, Building 2, Room 35, https://kafmex.hneu.edu.ua
Teacher (-s)	Gron Oleksandra, PhD, associate professor
Teacher's contacts	gronsense@gmail.com
Days of the classes	Lectures: according to the current schedule of classes Seminars: according to the current schedule of classes
Consultations	At the Department of International Economic Relations, full-time, according to the schedule of consultations, individual, PNS chat, Zoom

The purpose of the academic course

is to form 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

Structural and logical scheme of studying an academic discipline

Prerequisites	Post requisites
Methodology and organization of scientific research	Scientific research work
World economy, trends and regularities of its development	

Content of the educational course

Content module 1. Theoretical foundations 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.

Material and technical support (software) of the course

Multimedia projector, S.Kuznets KhNUE, ZOOM

Assessment system of learning outcomes

Assessment of the formed competencies of students is carried out according to the accumulative 100-point system.

The maximum possible number of points for the current control during the semester for the discipline whose form of control is credit is 100 and the minimum possible number of points is 60.

The final control is carried out in the form of a pass. The final grade for the academic discipline is determined by: summing the points for the current control.

More detailed information on the assessment and accumulation of points in the discipline is given in the working plan (technological card) of the discipline.

Course policies

The teaching of the course is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, or biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Program of the course

<http://repository.hneu.edu.ua>