



**Syllabus of the course  
«Комунікації та соціальна відповідальність»**

<b>Specialty</b>	<i>All</i>
<b>Study Programme</b>	<i>All</i>
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>third (educational and scientific)</i>
<b>Course status</b>	<i>elective</i>
<b>Language</b>	<i>English</i>
<b>Term</b>	<i>2nd academic year, 3rd semester</i>
<b>ECTS credits</b>	<i>5</i>
<b>Workload</b>	<i>Lectures – 20 hours Practical studies (seminars) – 20 hours Laboratory studies – 0 hours Self-study – 110 hours</i>
<b>Assessment system</b>	<i>Grading</i>
<b>Department</b>	<i>Management and business department S. Kuznets Kharkiv National University of Economics, 61166, Kharkiv, 9a Nauki Ave., Scientific and library building, 7th floor, room 703, тел. +38 (057) 702-01-46 (2-96), <a href="mailto:kaf_mb_hneu@ukr.net">kaf_mb_hneu@ukr.net</a>, <a href="mailto:kafmb2007@gmail.com">kafmb2007@gmail.com</a></i>
<b>Teaching staff</b>	<i>Sergii Vasylyk, PhD, Associate Professor of Management and Business department</i>
<b>Contacts</b>	<i><a href="mailto:sergii.vasylyk@hneu.net">sergii.vasylyk@hneu.net</a></i>
<b>Course schedule</b>	<i>Lectures: <a href="#">due to timetable</a> Practicals: <a href="#">due to timetable</a></i>
<b>Consultations</b>	<i>At the Department of Management and Business, offline, according to the schedule, individual, PNS chat.</i>

**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.

**Structural and logical scheme of the course**

<b>Prerequisites</b>	<b>Postrequisites</b>
Modern management theories Philosophy of Science Methodology and organisation of scientific researches	

**Course content**

- Content module 1.** *The essence and objectives of corporate social responsibility*
- Topic 1.** Social responsibility as a factor of sustainable development
- Topic 2.** External communication on the basis of social responsibility
- Topic 3.** Internal communication on the basis of social responsibility
- Topic 4.** Social partnership as a tool for the formation of social responsibility
- Topic 5.** Environmental component of social responsibility
- Topic 6.** Human rights and labor practices as a subject of social responsibility
- Topic 7.** Strategic directions of social responsibility development in Ukraine

**Teaching environment (software)**

*Multimedia projector, S. Kuznets PNS, Corporate Zoom system*



### **Assessment system**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points. Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

*More detailed information on assessment and grading system is given in the technological card of the course.*

### **Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Education seekers may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program*