



Syllabus of the course «Communications and social responsibility»

Specialty	<i>D3 Management</i>
Educational program	<i>Business administration</i>
Level of education	<i>first (bachelor)</i>
Discipline status	<i>Compulsory</i>
Teaching language	<i>English</i>
Course / semester	<i>2 course, 3 semester</i>
Number of credits ECTS	<i>4</i>
Distribution by types of trainings and hours of study	<i>Lectures – 20 hours.</i>
	<i>Practical studies (seminars) – 20 hours.</i>
	<i>Independent training – 80 hours.</i>
Form of final assessment	<i>Grading</i>
Department	<i>Management, Business and Administration Department</i>
	<i>Main Building, 210 room</i>
	<i>Web page: https://kmib.hneu.edu.ua/</i>
Teacher (-s)	<i>Sergii Vasylyk, PhD, Associate Professor</i>
	<i>Maystrenko Olga, PhD, Associate Professor</i>
Teacher's contacts	<i>sergii.vasylyk@hneu.net</i>
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Days of the classes	<i>Lecture: due to timetable</i>
	<i>Practical: due to timetable</i>
Consultations	<i>At the Management, Business and Administration department, off-line; due to timetable of consultations, personal</i>
The aim of the discipline is acquire the theoretical and methodological foundations of communications, social responsibility and acquire practical skills in organizing and analyzing the company's corporate social responsibility.	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
Theory of organization	Management 2
Business ethics	Fundamentals of leadership and organizational dynamics
	Training course «Soft skills»
	Cross-cultural management
Content of the educational discipline	
Content module 1. The essence and objectives of corporate social responsibility	
Theme 1. Social responsibility as a factor of sustainable development	
Theme 2. External communication on the basis of SR	
Theme 3. Internal community at the ambushes of social communication	
Theme 4. Formation of the relationship between employer and employee on the basis of social responsibility	
Theme 5. Ecological component of social responsibility	
Theme 6. Strategic directions of development of social responsibility	
Teaching environment (software)	
<i>Multimedia Projector</i>	
Course page on the Moodle platform (personal training system)	<i>https://pns.hneu.edu.ua/course/view.php?id=4280</i>



Assessment system

The system of assessment of the formed competencies takes into account the types of classes, which include lectures, practical classes, as well as independent work. Assessment of the formed competencies of students is carried out according to the accumulative 100-point system. Current control, which is carried out during the semester during practical classes and independent work is assessed by the sum of points scored. The maximum possible number of points for the current and final control during the semester – 100 and the minimum possible number of points – 60.

More detailed information on assessment and point accumulation is given in the technological card of the course.

Course policies

The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, and 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, self-study is given in the Program of the course.