

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

"APPROVED"

Deputy Rector

(vice-rector for scientific and pedagogical work)

Volodymyr



**Communications and social responsibility**

**syllabus of the academic discipline**

Field of knowledge *all*  
Speciality *all*  
Education level *third (educational and scientific)*  
Educational programs *all*

Discipline status *selective*  
Language of teaching, studying and assessment *English*

Head of Department  
*Management and Business Department*

*Tetyana LEPEYKO*

APPROVED

at the meeting of the *Management and Business Department*  
Protocol № 6 of November 13, 2020.

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**Sheet of renewal and re-approval  
of the academic discipline syllabus**

Academic year	Date of the department meeting - developer of the syllabus	Protocol number	Sign of the Head of the department

### Abstract of the educational discipline

Formation of students' fundamental knowledge of the theory and practice of social responsibility and relevant professional competencies that ensure the formation of socially responsible behavior of its subjects (institutions).

**The purpose of the discipline:** the formation of theoretical knowledge and practical skills of effective communication in the scientific and business environment; analysis of the features of social responsibility of the subjects of social development, mastering the modern tools of interaction of the state, business, civil society and person to strengthen the mutual responsibility of all subjects of social life, creating conditions for sustainable development of the state and society.

### Characteristics of the discipline

Academic year	<b>2</b>
Semester	<b>3</b>
Number of credits ECTS	<b>5</b>
Final assessment	<b>Pass</b>

### Structural logical scheme of the discipline studying:

Prerequisites	Postrequisites
Management	Strategic management
Fundamentals of psychology and pedagogy	Decision-making
Sociology	Human resource management
Business Ethics	

### Competencies and results of discipline studying:

Competencies	Learning outcomes
Ability to present scientific results orally and in writing, to communicate in an international general, scientific and professional environment	Knowledge and understanding of the technology of the dissertation thesis writing; principles of organization of scientific work; technologies of presentation, defense and implementation of scientific research results taking into account the norms of academic ethics
Ability to publicly present the results of scientific research of fundamental or applied direction on the problems of management, free communication with colleagues, the general scientific community, society as a whole on issues related to the field of scientific and / or professional activities	Skills and abilities of oral and written communication in academic, scientific and professional spheres; critical analysis of scientific literature in the specialty; dialogical communication with the general scientific community in the field of scientific and professional activity, publication of research results at scientific conferences and in peer-reviewed national (international) publications; effective interaction with scientists in the international environment
Ability to independently generate creative ideas, perform original scientific research and implement its innovative results in professional practice, taking into account the peculiarities of human behavior in professional research and teaching	The ability to dialogue within the educational and professional interactions; presentation of own scientific results; transfer of scientific information using modern information and innovative technologies

## **Syllabus of the educational discipline**

### **Content module 1. The essence and objectives of social responsibility**

Topic 1. Social responsibility as a factor of sustainable development

Definition of "social responsibility". The essence and importance of corporate social responsibility. Draft international standard on social responsibility ISO 26000. Components of social responsibility. Features of formation of models of social responsibility. American and European models of social responsibility. Social responsibility of person, state and society.

Topic 2. Social partnership as a tool for the formation of social responsibility

The concept of social partnership, its principles. Levels and mechanism of social partnership. Regulation of labor relations on the basis of social partnership and socially responsible behavior.

Topic 3. Human rights and labor practice as a subject of social responsibility

International initiatives for the protection of human rights in the business environment. International human rights standards. Universal Declaration of Human Rights. International Covenant on Economic, Social and Cultural Rights. International Covenant on Civil and Political Human Rights. Indicators of internal social responsibility: domestic and foreign practice.

Topic 4. Ecological component of social responsibility

The essence and importance of a responsible attitude to the environment. International environmental initiatives. Functions and levels of ecological responsibility. Ecological management as a tool for implementing social responsibility. Legislation of Ukraine on environmental protection. Ukrainian and international experience in implementing the principles of ecological responsibility.

### **Content module 2. Communication as the basis of social responsibility**

Topic 5. The essence and content of the concept "communication". Structure and content of communications

Characteristics and composition of communications. The communicative side of communications. Forms of oral communications. Forms of verbal communications. Culture of communications. Nonverbal communication. Similar and distinctive features of verbal and nonverbal communication. The structure of nonverbal communications. Forms of business communications. Business negotiations and business conversation. Public speech. Social communications.

Topic 6. Typology of social communications

Levels, types and forms of communications. Interpersonal communications. Basic forms of intercultural communications. Problems of social communications. Communication barriers. Effectiveness of interpersonal and business communications. Sources of conflicts in communications.

Topic 7. External and internal communications based on social responsibility

Dialogue with stakeholders as the main principle of social responsibility. Concepts and types of company stakeholders. The practice of building and evaluating the effectiveness of dialogue with stakeholders of leading companies. Socially responsible business communications. Cooperation of business structures with state organizations. The concept of social reporting. Corporate social reports: essence, tasks and structure. Reporting process and stages.

The list of practical (seminar) classes, as well as questions and tasks for independent work is given in the table "Rating plan of the academic discipline".

### **Teaching and learning methods**

Achieving the expected learning outcomes is facilitated by the use of the following teaching and learning methods: problem lectures, discussions, work in small groups, presentations, brainstorming, and case method.

## Assessment system of learning outcomes

**current control**, during the semester during lectures, practical, seminar classes and is estimated by the amount of points scored (maximal – 40 points);

**modular control**, in the form of a written test on the initiative of the teacher for the relevant content module and aims at integrated assessment of student learning outcomes after studying the material from the logically completed part of the discipline – content module (maximal – 30 points);

**final control**, conducted in the form of a test as the total number of points in the discipline (maximum – 100 points), is defined as the sum of points for student performance in the current control, including written tests (modular and final (maximal score – 30 points)). Scores obtained for written tests are added to the scores for current performance. The test is set based on the results of the student's work throughout the semester.

Current control includes assessment of applicant knowledge during lectures, practical classes and individual tasks and is carried out according to the following criteria:

**lectures** – understanding, degree of mastering the theory and methodology of the problems considered during the discussion of topical issues, the level of activity in discussions (maximal score – 0.5 points depending on the level of applicant activity (10 lectures during the semester));

**practical (seminar) classes** – the degree of mastering the actual material of the discipline; acquaintance with the recommended literature, and also with the modern literature on the considered questions (it is estimated to 0,5 points for each practical class depending on level of activity of the applicant (10 practical classes during a semester));

**defense of practical tasks on topics** – the ability to combine theory with practice when considering situations; logic, structure, style of presentation of the material in the audience, the ability to justify their position (maximum score – 3 points (mandatory performance of three practical tasks during the semester)),

**essay defense** – the ability to generalize information and draw conclusions; ability to conduct critical and independent assessment of certain problematic issues; the ability to explain alternative views and the presence of their own point of view, position on a particular issue; logic, structuring and validity of conclusions on a specific problem; literacy of material submission (maximum score – 6 points);

**express tests** – application of analytical approaches; quality and clarity of reasoning; style of presentation of material in written works; independence of work performance; use of methods of comparison, generalization of concepts and phenomena; registration of work (estimated at 5 points (three written works during the semester));

**final test** – the degree of mastering the actual material of the content module; logic, structure of material presentation; the presence of their own point of view, position on a particular issue. ability to substantiate it; quality and clarity of reasoning (maximum score that a student can receive – 30 points (one final test during the semester)).

### Independent training includes:

1) study of theoretical material from the previous lecture before each further lecture. It is estimated at 5 points for each lesson (10 during the semester) according to the following criteria: depth and strength of knowledge; level of thinking; ability to systematize knowledge on individual topics; ability to draw sound conclusions; possession of a categorical apparatus;

2) collection, generalization, processing of information necessary for active work in practical classes. It is estimated at 6 points for each lesson (10 during the semester) according to the following criteria: skills and techniques of practical tasks; ability to find the necessary information; to carry out its systematization and processing; self-realization in practical and seminar classes.

**Final control** (written final test) of applicants' knowledge and competencies in the discipline – is a test of applicant understanding of the program as a whole, the relationship between individual sections, the ability to use accumulated knowledge, the ability to formulate their attitude to the problems of the discipline. It covers the program of the discipline and involves determining the degree of mastery of competencies by applicants, diagnosis of the level of their theoretical

training. The maximum grade that a student can receive is 30 points (one final written test during the semester).

The pass is based on the results of the applicant's work during the semester as a general assessment of the discipline, as the accumulation of points, in particular, for active participation in lectures, practical tasks, homework, points for tests, as well as for independent work of the applicant.

The final score in the discipline is calculated on the basis of the points obtained during the exam and the points obtained during the current control over the accumulation system. The total score in the points for the semester is: "60 and more points are passed", "59 and less points are not passed", and entered in the record "Record of success" of the discipline.

The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the educational discipline".

### The assessment scale: national and ECTS

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, course project (work), practice, training	for pass
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not passed
35 – 59	FX		

### Rating-plan of the educational discipline

Topic	Forms and types of learning		Forms of assessment	Max points
Topic 1. Social responsibility as a factor of sustainable development	<i>Classroom work</i>			
	Lecture	Lectures 1-2. Social responsibility as a factor of sustainable development	Work on the lecture	1
	Practical lesson	Seminar №1. Formation and development of the social responsibility institution	Active work on the seminar	0,5
			Defense of practical task on the topic	3
		Practical lesson №2. Discussion on the topic: Social responsibility as a strategy to achieve balanced development of society and business	Active work on the practical lesson	0,5
			Express test 1	5
	<i>Independent training</i>			
	Questions and tasks for the Independent training	Search, selection and review of literary sources on a topic 1	Homework checking	
Preparation for the express test		Homework checking		

<b>Topic 2. Social partnership as a tool for the formation of social responsibility</b>	<i><b>Classroom work</b></i>			
	Lecture	Lecture 3. Social partnership as a tool for the formation of social responsibility	Work on the lecture	0,5
	Practical lesson	Practical lesson №3. Preparation of a non-financial report and analysis of its compliance with GRI recommendations	Active work on the practical lesson	0,5
			Defense of a practical task on the topic	3
	<i><b>Independent training</b></i>			
Questions and tasks for the Independent training	Search, selection and review of literary sources on a topic 2	Homework checking		
<b>Topic 3. Human rights and labor practice as a subject of social responsibility</b>	<i><b>Classroom work</b></i>			
	Lecture	Lecture 4. Human rights and labor practice as a subject of social responsibility	Work on the lecture	0,5
	Practical lesson	Practical lesson №4. Development of directions for strengthening the social responsibility of social development entities through social partnership	Active work on the practical lesson	0,5
			Final test	30
	<i><b>Independent training</b></i>			
Questions and tasks for the Independent training	Search, selection and review of literary sources on a topic 3	Homework checking		
	Preparation for the final test	Homework checking		
<b>Topic 4. Ecological component of social responsibility</b>	<i><b>Classroom work</b></i>			
	Lecture	Lecture 5. Ecological component of social responsibility	Work on the lecture	0,5
	Practical lesson	Practical lesson №4. Development of a comprehensive model of social responsibility management of a virtual organization	Active work on the practical lesson	0,5
	<i><b>Independent training</b></i>			
Questions and tasks for the Independent training	Search, selection and review of literary sources on a topic 4	Homework checking		
<b>Topic 5. The essence and content of the concept of "communication". Structure and content of communication</b>	<i><b>Classroom work</b></i>			
	Lecture	Lecture 6. The essence and content of the concept of "communication". Structure and content of communication	Work on the lecture	0,5
			Express test 2	5
Practical lesson	Seminar №6. Communication culture in domestic and foreign companies	Active work on the seminar	0,5	

	<b><i>Independent training</i></b>			
	Questions and tasks for the Independent training	Search, selection and review of literary sources on a topic 5	Homework checking	
<b>Topic 6. Typology of social communication</b>	<b><i>Classroom work</i></b>			
	Lecture	Lectures 7-8. Typology of social communication	Work on the lecture	1
	Practical lesson	Practical lessons №7-8. Defining the main types of social communication  Sources of conflicts in communications and ways to overcome them  Preparation of an essay	Active work on the practical lesson	1
			Essay defense	6
			Express test 3	5
	<b><i>Independent training</i></b>			
	Questions and tasks for the Independent training	Search, selection and review of literary sources on a topic 6	Homework checking	
		Preparing an essay for defense	Homework checking	
<b>Topic 7. External and internal communications based on social responsibility</b>	<b><i>Classroom work</i></b>			
	Lecture	Lectures 9-10. External and internal communications based on social responsibility	Work on the lecture	1
	Practical lesson	Practical lessons №9-10. Corporate social reports: essence, tasks and structure  Dialogue with stakeholders as a basic principle of corporate social responsibility	Active work on the practical lesson	1
			Defense of a practical task on the topic	3
			Modular test	30
	<b><i>Independent training</i></b>			
	Questions and tasks for the Independent training	Search, selection and review of literary sources on a topic 7	Homework checking	
		Preparation for the modular test	Homework checking	



## Recommended books and resources

### Main

1. Комунікації та соціальна відповідальність: навчальний посібник / С. К. Василик, О. В. Майстренко, К. Р. Немашкало. – Харків : ХНЕУ, 2019. – 180 с.
2. Корпоративна соціальна відповідальність: моделі та управлінська практика: підручник / (за наук. ред. О. С. Редькіна). – К. : Фарбовий лист, 2011. – 480 с.
3. Котлер Ф. Корпоративна соціальна відповідальність. Як зробити якомога більше добра для вашої компанії та суспільства / Ф. Котлер. – К. : Стандарт, 2015. – 302 с.

### Additional

4. Василик С. К. Відносини з персоналом як пріоритетна сфера корпоративної соціальної відповідальності / С. К. Василик, О. В. Майстренко // Modern problems of the economy of development in the context of the world transformational changes. Monograph. – Opole: The Academy of Management and Administration in Opole, 2013. – P. 49-61.
5. Саприкіна М., Каба Д. Діалог зі стейкхолдерами: міжнародні та українські реалії сьогодення / М. Саприкіна, Д. Каба. – К. : Фарбований лист, 2011 – 475 с.

### Information resources

6. Глобальна Ініціатива із звітності. Global Reporting Initiative [Електронний ресурс]. – Режим доступу : [www.globalreporting.org](http://www.globalreporting.org).
7. Сайт ПНС ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу : <https://pns.hneu.edu.ua/course/view.php?id=2966>.
8. Стратегія та політика КСВ як компонент євроінтеграційної стратегії. стан та перспективи КСВ в Україні [Електронний ресурс]. – Режим доступу: [http://www.ucipr.kiev.ua/userfiles/WG3-session1\\_12Mar2013\\_recommendations.doc](http://www.ucipr.kiev.ua/userfiles/WG3-session1_12Mar2013_recommendations.doc).
9. Центр «Розвиток корпоративної соціальної відповідальності» [Електронний ресурс]. – Режим доступу : <http://www.csr-ukraine.org/about.html>.
10. Rasche Andreas Corporate Social Responsibility Strategy, Communication, Governance / Andreas Rasche, Mette Morsing, Jeremy Moon. [Electronic resource]. – Access mode : <https://www.cambridge.org/ua/academic/subjects/management/business-ethics/corporate-social-responsibility-strategy-communication-governance?format=PB>
11. 10 principles UN Global Compact [Electronic resource] / The United Nations Global Compact. – Access mode : <http://www.unglobalcompact.org>.