



**Syllabus of the educational discipline  
«Communications and social responsibility»**

<b>Specialty</b>	073 "Management"
<b>Educational program</b>	073.040 "Business Administration",
<b>Level of education</b>	first (bachelor)
<b>Discipline status</b>	Compulsory
<b>Teaching language</b>	English
<b>Course / semester</b>	2course, 3 semester
<b>Number of credits ECTS</b>	4
<b>Distribution by types of trainings and hours of study</b>	Lectures – 24hours. Practical studies (seminars) – 24hours. Independent training – 72hours.
<b>Form of final assessment</b>	Pass
<b>Department</b>	Management and Business Department Library Building, 703 room Phone: +38 (057) 702-01-46 (2-96) Site: www.kmib-hneu.com
<b>Teacher (-s)</b>	Maystrenko Olga, PhD, Associate professor
<b>Teacher's contacts</b>	mayolia@ukr.net
<b>Days of the classes</b>	Lecture: according to the current schedule Practical: according to the current schedule of classes
<b>Consultations</b>	ManagementandBusiness Department, 703 (library Building) – offline; in Zoom – online;by agreement,on the initiative of the applicant; both individual and in group
<b>The aim</b> 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.	
<b>Prerequisites for learning</b> Macro- and microeconomics/ <i>Knowledge of economic laws and principles;</i> Higher mathematics / <i>Ability to search, process and analyze information from differentsources;</i> <i>Knowledge and ability to use standard methods of mathematical data analysis;</i> Econometrics/ <i>Ability to search and analyze information about a company and economic;</i> Theory of management / <i>Knowledge of managerial laws and principles</i>	
<b>Content of the educational discipline</b>	
<b>Content module 1. The essence and objectives of corporate social responsibility</b>	
<b>Theme 1.</b> Social responsibility as a factor of sustainable development	
<b>Theme 2.</b> External communication on the basis of SR	
<b>Theme 3.</b> Internal community at the ambushes of social communication	
<b>Theme 4.</b> Formation of the relationship between employer and employee on the basis of social responsibility	
<b>Theme 5.</b> Ecological component of social responsibility	
<b>Theme 6.</b> Strategic directions of development of social responsibility	
<b>Material and technical support (software) of the discipline</b> <i>Laptop, Power Point MS Office, Multimedia Projector</i>	
<b>Course page on the Moodle platform (personal training system)</b>	<a href="https://pns.hneu.edu.ua/course/view.php?id=4978">https://pns.hneu.edu.ua/course/view.php?id=4978</a>
<b>Assessment system of learning outcomes</b> <i>The total score of the discipline consists of class attendance, current control, final control</i>	



(the maximum amount is 100 points, the minimum amount that taking as a pass of discipline – 60 points).

More detailed information on assessment is given in the technological card of the discipline.

### Accumulation of rating points in the discipline

Types of training	Maxpoints
Active work on lectures	15
Active work on practical (seminars)	15
Tasks by themes	24
Presentations	10
Written test	8
Esse	15
Pass	13
<b>Max points</b>	<b>100</b>

### Discipline 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, independent training is given in the Syllabus (Working plan) of the educational discipline (<http://www.repository.hneu.edu.ua/handle/123456789/22959>)

Syllabus approved at the meeting of the Department Protocol № 13 from 22.06.2021