

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

ЗАТВЕРДЖЕНО
на засіданні кафедри
менеджменту та бізнесу
Протокол № 1 від 25.08.2023 р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи

Каріна НЕМАШКО



КОМУНІКАЦІЇ ТА СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ
робоча програма навчальної дисципліни (РПНД)

Галузь знань **07 Управління та адміністрування**
Спеціальність **073 Менеджмент**
Освітній рівень **перший (бакалаврський)**
Освітня програма **Бізнес-адміністрування**

Статус дисципліни **обов'язкова**
Мова викладання, навчання та оцінювання **англійська**

Розробники:
к.е.н., доцент

к.е.н., доцент

Сергій ВАСИЛИК

Ольга МАЙСТРЕНКО

Завідувач кафедри
менеджменту та бізнесу

Гарант програми

Тетяна ЛЕПЕЙКО

Ольга МИРОНОВА

**Харків
2023**

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

APPROVED

at the meeting of the department
management and business
Protocol № 1 of 25.08.2023

AGREED

Vice-rector for educational and methodical work

Karina NEMASHKALO



COMMUNICATIONS AND SOCIAL RESPONSIBILITY

Program of the course

Field of knowledge **07 Management and administration**
Specialty **073 Management**
Study cycle **first (bachelor)**
Study programme **Business administration**

Course status **mandatory**
Language **English**

Developers:
PhD (Economics),
Associate Professor

Sergii VASYLYK

PhD (Economics),
Associate Professor

Olha MAISTRENKO

Head of Management and
Business Department

Tetyana LEPEYKO

Head of Study
Programme

Olga MYRONOVA

Kharkiv
2023

INTRODUCTION

The course “Communications and social responsibility” should acquaint students with the general patterns of interaction between business and society, with the use of social responsibility in the management of organizations and the formation of a socially responsible worldview in them.

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.

The main tasks of studying the course “Communications and social responsibility” are the study of the theoretical foundations of social responsibility; analysis of the features of social responsibility of various subjects of social development; acquisition of scientifically based, rational knowledge about processes, practices and models of social responsibility; study of social responsibility practices to ensure the development of the state, society and business; study of theoretical provisions and mastery of relevant tools for the use of modern practices of interaction between the state, business, civil society and man, which would allow to strengthen the mutual responsibility of all subjects of public life, to create conditions for the sustainable and stable development of the state and society

The subject of the course is the toolkit for the formation and functioning of social responsibility in the organization.

The object of the course is the theoretical and practical provisions of the interaction of the state, business, society and people in the field of social responsibility as a condition for the sustainable development of society.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO 1	GC 13, SC 6
LO 2	GC 13
LO 3	SC 5, SC 7
LO 5	SC 3, SC 11
LO 7	SC 3, SC 4, SC 7
LO 8	SC 5, SC 11
LO 9	SC 5, SC 13
LO 10	GC 11
LO 11	GC 8, SC 9, SC 11, SC 20
LO 12	GC 15, SC 6
LO 15	GC 4, SC 6, SC 15
LO 21	GC 5

where LO1. Know own rights and responsibilities as a member of society, understand the values of civil society, the rule of law, human and civil rights and freedoms in Ukraine.

LO2. Preserve moral, cultural, scientific values and multiply the achievements of society, use various types and forms of physical activity to lead a healthy lifestyle.

LO3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

LO5. Describe the content of the functional areas of an organization's activities.

LO7. Demonstrate organizational design skills.

LO8. Implement management techniques to ensure the effectiveness of the organization.

LO9. Demonstrate interaction, leadership, and teamwork skills.

LO10. Have the skills to justify effective tools for motivating the organization's staff.

LO11. Demonstrate skills in situation analysis and communication in various areas of the organization's activities.

LO12. Assess the legal, social and economic consequences of the organization's functioning.

LO15. Demonstrate the ability to act socially responsible and socially conscious on the basis of ethical considerations (motives), respect for diversity and interculturalism.

LO21. Demonstrate communication, research, technological and cross-cultural skills necessary to analyze business situations, prepare, justify and present management decisions.

GC4. Ability to apply knowledge in practical situations.

GC5. Knowledge and understanding of the subject area and understanding of professional activities.

GC8. Ability to use information and communication technologies.

GC11. Ability to adapt and act in a new situation.

GC13. Valuing and respecting diversity and multiculturalism.

GC15. Ability to act on the basis of ethical considerations (motives).

SC3. Ability to determine the prospects for the development of the organization.

SC4. Ability to identify the functional areas of the organization and the connections between them.

SC5. Ability to manage the organization and its divisions through the implementation of management functions.

SC6. Ability to act in a socially responsible and conscious manner.

SC7. Ability to select and use modern management tools.

SC9. Ability to work in a team and establish interpersonal interaction in solving professional problems.

SC11. Ability to create and organize effective communications in the management process.

SC13. Understand the principles of law and use them in professional activities.

SC15. Ability to develop and demonstrate leadership and behavioral skills.

SC20. Ability to develop effective procedures and communication mechanisms for interpersonal interaction in the business environment, including adaptation to new situations.

COURSE CONTENT

Content module 1. The essence and objectives of corporate social responsibility

Topic 1. Social responsibility as a factor of sustainable development.

1.1. Definition of “social responsibility”. The essence and importance of corporate social responsibility. International standard on social responsibility ISO 26000. Components of social responsibility.

1.2. History of social responsibility development. SR development in Ukraine. History of corporate social responsibility development. Internal and external environment of CSR.

1.3. Features of the formation of SR models. CSR business models. The difference between American and European models. Social responsibility of man, state and society.

Topic 2. External communication on the basis of social responsibility.

2.1. International standards and national SR policy. International human rights standards. Universal Declaration of Human Rights. International Covenant on Economic, Social and Cultural Rights. International Covenant on Civil and Political Rights.

2.2. Dialogue with stakeholder as the main principle of SR. Concepts and types of stakeholders, their involvement. Identification of company stakeholders, communication with stakeholders, best practices of dialogue with stakeholders of leading companies in the field of SR, dialogue assessment. Convention on the Rights of the Child. Ukrainian labor legislation as a basis for SR in relations with employees.

2.3. Socially responsible business relations with territorial communities. Definition of territorial communities. Community influence on the work of companies and the responsibility of companies to the population. Development of partnerships with local authorities and the community. Participation of companies in community life. Cooperation of business structures with non-governmental organizations.

Topic 3. Internal communication on the basis of social responsibility.

3.1. The notion of non-financial reporting. The concept of social reporting. Resources in the field of social reporting.

3.2. Standards of preparation non-financial reporting. Corporate social reports: essence, tasks and structure.

3.3. The process of preparing a report. Reporting process.

Topic 4. Social partnership as a tool for the formation of social responsibility.

4.1. Concept of social partnership, its principles. Levels of social partnership, mechanism of social partnership. The main actors in the system of social partnership. Social partnership and regulation of social and labor relations.

4.2. Regulation of relations in the field of labor on the principles of social partnership and socially responsible behavior. Social and regulation of social and labor relations. Regulation of labor relations on the principles of social partnership and socially responsible behavior.

Topic 5. Environmental component of social responsibility

5.1. The importance of responsible attitude of organizations to the environment. The essence and significance of a responsible attitude to the environment. Preventive approach to solving environmental problems..

5.2. International documents and initiatives on the environment. Functions and levels of environmental responsibility. Environmental management as a tool for implementing social responsibility.

5.3. Legislation of Ukraine on environmental protection. Ukrainian experience in implementing the principles of environmental responsibility. International experience in implementing the principles of environmental responsibility.

Topic 6. Human rights and labor practices as a subject of social responsibility.

6.1. Human rights in the workplace. International initiatives for the protection of human rights in the business environment. Human rights and labor practices as a subject of CSR. International human rights standards. Universal Declaration of Human Rights. International Covenant on Economic, Social and Cultural Rights. International Covenant on Civil and Political Rights. Convention on the Rights of the Child. Ukrainian labor legislation as a basis for CSR in relations with employees

6.2. Best CSR practices for personnel and their reproduction in non-financial reporting. Best work practices and indicators of internal SR: domestic and foreign experience.

Topic 7. Strategic directions of social responsibility development in Ukraine.

7.1. The main tasks of the strategy of social responsibility development. Social responsibility as a factor in the introduction of sustainable development. Energy efficiency and increasing industrial productivity and competitiveness as the main areas of SR.

7.2. State guidelines for the formation and implementation of social responsibility in Ukraine. SR evaluation criteria. Characteristics of the main methods of SR assessment.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

The list of practical (seminar) studies

Name of the topic and/or task	Content
Topic 1 Task 1	Seminar class on the topic “The essence and importance of corporate social responsibility”. 1. International standard on social responsibility ISO 26000. 2. History of social responsibility development. 3. SR development in Ukraine. 4. CSR business models. 5. Social responsibility of man, state and society. 6. Social responsibility in the country's development priorities. 7. Social responsibility as a factor of sustainable development.
Topic 2 Task 2	Stakeholders analysis.
Topic 3 Task 3	Building Matrix of stakeholders.
Topic 4 Task 4	Study of sustainability reports of different companies
Topic 5 Task 5	Seminar class on the topic “Environmental component of social responsibility”. 1. Preventive approach to solving environmental problems. 2. Functions and levels of environmental responsibility.

	3. Environmental protection. 4. Ukrainian experience in implementing the principles of environmental responsibility. 5. Legislation of Ukraine on environmental protection. 6. International experience of implementing the principles of environmental responsibility.
Topic 6 Task 6	Development of directions for strengthening the social responsibility of social development entities through social partnership
Topic 7 Task 7	Training: "Preparation of a non-financial report or analysis of compliance of a report with GRI recommendations."

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1-7	Search, selection and review of literature on a given topic
Topic 1-7	Preparation for the Express test
Topic 1-7	Preparation for practical classes
Topic 1-7	Performing an individual task (presentation)
Topic 1-7	Preparing for the final test

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course “Communications and social responsibility”, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture–discussion (Topic 1, 4, 5, 7), mini-lectures (Topic 2, 3, 6).

Visual (demonstration (Topic 1–7)).

Practical (practical work (Topic 1–6), group activities (Topic 2, Topic 4–6), case studies (Topic 2–7), Seminar class (Topic 1, Topic 5).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of a semester grading.

The final grade in the course is determined:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: express tests (estimated at 10 points (two express tests during the semester – the total maximum number of points – 20)); competence-oriented tasks on topics (maximum score – 10 points (three competence-oriented tasks during the semester, total maximum number of points – 30)); presentation (maximum score – 10 points (two presentations during the semester, total maximum number of points – 20 points)); final control work (maximum score – 30 points).

Semester control: Grading.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Корпоративна соціальна відповідальність: моделі та управлінська практика: підручник / (за наук. ред. О. С. Редькіна). – К.: Фарбовий лист, 2011. – 480 с.

2. Котлер Ф. Корпоративна соціальна відповідальність. Як зробити якомога більше добра для вашої компанії та суспільства / Ф. Котлер, Н. Лі. – К.: Стандарт, 2005. – 302 с.

3. Менеджмент : навчальний посібник / Т. І. Лепейко, О. М. Миронова. – Харків : ХНЕУ, 2010. – 203 с. (Укр. мов.) Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/30823>

Additional

4. Klímenko O. Social responsibility and strategic business initiatives / O. Klímenko // Менеджмент XXI століття : глобалізаційні виклики : матер. VI міжнар. наук.-практ. конф., м. Полтава, 19 трав. 2022 р.: тези допов. – Полтава : ПДАУ, 2022. – С. 280-282. [Electronic resource]. – Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/27431>

5. Kolodiziev O. Social Responsibility of Higher Education under Martial Law / O. Kolodiziev, I. Krupka, V. Kovalenko and other // – Economic Studies (Ikonomicheski Izsledvania). – 2023. - 32(1). - P. 143-163. [Electronic resource]. – Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/28891>

6. Maistrenko O.V. Directions of social partnership: international experience =

Напрями соціального партнерства: міжнародний досвід / О. V. Maistrenko // Економіка та суспільство. – 2021. – Вип. 27. [Electronic resource]. – Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/27061>

7. Salun M. Corporate social responsibility: interpretation in Ukraine and abroad / M. Salun, L. Konstantynovskyi // Підприємництво і торгівля : зб. наук. пр. / ред. кол.: Куцик П. О., Семак Б. Б. та ін. – Львів : Львів. торг.-екон. ун-т, 2021. – Вип. 31. – С. 55-61. [Electronic resource]. – Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/26934>

Information resources

8. Global Reporting Initiative. [Electronic resource]. – Access mode: www.globalreporting.org.

9. Центр «Розвиток корпоративної соціальної відповідальності». [Electronic resource]. – Access mode: <http://www.csr-ukraine.org/about.html>.