

SILLABUS

Discipline “Communications and social responsibility”

Specialty 073 – Management

Specialization “Business-administration”

The first bachelor level

2nd year of study, 1 semester 4 credits

(lectures – 30 hours, practices – 30 hours, individual work – 60 hours)

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Department of Management and Business

FULL NAME. teacher (seminars): c.e.s., associate professor Maistrenko O.V.

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Annotation: Formation of professional competence system (knowledge and practical skills) on the use of theoretical foundations, methodological recommendations and practical skills in finding communicative methods of social responsibility. Formation of skills and analysis of non-financial risks for justification and preparation of non-financial reports and estimation of effectiveness of social responsibility.

General competencies: to carry out justification of essence, principles and models of social responsibility. Develop effective standards for preparing non-financial reporting. Evaluate the effectiveness of SR.

Content of the discipline:

Structure of lectures

Topic 1. Social responsibility as a factor of sustainable development

Definition of the concept of "social responsibility". Components of social responsibility. History of social responsibility development. History of corporate social responsibility development. Internal and external environment of SR. Development of SR in Ukraine. Features of the formation of models of SR. Models of SR in business. The difference between American and European models. SR of people and state. The essence and components of social responsibility of a person, its importance in ensuring sustainable social dynamics. Forms of manifestation of social responsibility by person. Development of social responsibility of civil society institutions. Features of manifestation of social responsibility of business in Ukrainian realities. Social responsibility of the media: influence on behavioral models in society. Social responsibility of education and science. Cooperation of business and education.

Topic 2. External communication on the basis of social responsibility

International standards and national policy of social responsibility. Principles of social responsibility. International Standards on Social Responsibility. Dialogue with stakeholder as the main principle of SR. Concept and types of stakeholders, their involvement. Identification of company's stakeholders, communication with stakeholders, best practices of dialogue with stakeholders of leading companies in SR, evaluation of the dialogue. Socially Responsible Business Relationships with Territorial Communities. Definition of territorial communities. The community's impact on the work of companies and the company's responsibility to the public. Development of partnerships with local authorities and communities. Participation of companies in community life. Cooperation of business structures with non-governmental organizations.

Topic 3. Internal communication on the basis of social responsibility

The concept of non-financial reporting. The concept of "non-financial reporting". Historical development of non-financial reporting. Integrated report. Standards for preparing a non-financial report. Free report on social projects. Report on progress in implementing the principles of the UN Global Compact. Global GRI Reporting Initiative. Report on standard AA 1000. The process of preparation of report.

Topic 4. Social partnership as an instrument for the formation of social responsibility

Concept of social partnership, its principles. Levels of social partnership, the mechanism of social partnership. The main subjects in the system of social partnership. Evolution of relations and strategies of interaction between government and business structures. Principles of social partnership subjects. The system of social partnership is its structure. Social partnership and regulation of social and labor relations. Harmonization of interests of social partners. Models of social partnership, Definition of **bipartism** and **tripartism**. Regulation of labor relations on the principles of social partnership and socially responsible behavior. Realization of principles of social responsibility in collective agreements and agreements. Regulation of labor relations on the principles of social partnership and socially responsible behavior. Social partnership and international regulation of social and labor relations.

Topic 5. Labor Practices for Social Responsibility

Human rights in the workplace. International human rights initiatives in the business environment. Human rights and labor practices as a subject of SR. 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. Labor legislation as a basis for SR in relations with employees. Labor relations in the aspect of SR. Employees as key Stakeholders. Involvement of employees in the development of key company documents. Methods of familiarizing employees with the company's social responsibility strategy. Best staffing and retrieval practices in non-financial reporting. SR directions in the field of personnel. Resources in the field of social reporting. Corporate social reports: essence, tasks and structure. Prospects for the introduction of SR practices. Benefits for companies and employees. The Benefits and Constraints of Implementing CSR practices on personnel. Best labor practices and indicators of internal CSR: domestic and foreign experience.

Topic 6. The ecological component of social responsibility

Importance of responsible attitude of organizations towards the environment. The essence and importance of environmental responsibility. Preventive approach to solving environmental problems. Functions and levels of environmental responsibility. Environmental management as a tool for implementing social responsibility. International documents and initiatives on the environment.

International environmental documents. Millennium development goals, Rio Declaration, etc. Environmental Management Standards: ISO 14000. Ukraine's Environmental Protection Legislation. Regulatory regulation of environmental liability. Programs for pollution control and environmental protection, conservation of natural resources, compliance with environmental standards, etc. Principles and directions of implementation of SR in the field of environmental protection. Areas of activation of individual and collective environmental responsibility. Ukrainian experience in implementing the principles of environmental responsibility. International experience in implementing the principles of environmental responsibility.

Topic 7. Assessment of the effectiveness of social responsibility

Concept of efficiency of SR. Definition of the concept of SR efficiency. Stages of building a balanced system of indicators of SR efficiency include. Standard GRI. Basic methods and criteria for SR evaluation.

Criteria for assessing CSR. Structure of the process of development and assessment of the economic potential of SR organization. Characteristics of the main methods for estimating SR. Assessment of the economic potential of the SR organization. Evaluating the effectiveness of social programs and SR. Aspects of evaluating the effectiveness of social programs. Indicators of the evaluation of the effectiveness of social programs of the organization in the main directions. Evaluation of SR's effectiveness. An assessment of the effectiveness of the organization's social work in the areas of "Payments and social benefits", "Personnel development", "Health and safety", "Implementation of social programs".

The structure of practical and seminar classes

Topic 1. Social responsibility as a factor of sustainable development

Discussion on the topic: Social responsibility as strategy of achievement of balanced development of society and business. Conduction of seminar classes on the topic: "Formation and Development of the Institute of Social Responsibility".

1. Social responsibility and retrospective of its development.
2. Implementation of social responsibility in the practice of management.
3. International initiatives as factor of formation and development of social responsibility.

Topic 2. External Communication on the Basis of Social Responsibility

Practical lesson on the topic: "Dialogue with stakeholders as the basic principle of CSR". Training: Creating Stakeholders Matrix.

Topic 3. Internal Communication on the Basis of Social Responsibility

Practical lesson on the topic: "Corporate Social Reports: Essence, Task and Structure ». Training: Stages of the preparation of a non-financial report or analysis of the compliance of the report with the recommendations of GRI.

Topic 4. Social partnership as an instrument for the formation of social responsibility

Situational task on the topic: Development of directions for strengthening social responsibility of social development actors through social partnership.

Topic 5. Working practice of Social Responsibility

Business Game: Developing a comprehensive model of social responsibility management for a virtual organization, mechanisms for implementing CSR into a management system that determines the status, functions and responsibilities of a CSR manager in an organization.

Topic 6. Environmental component of social responsibility

Conducting a seminar lesson on topic "Environmental Protection".

Programs for pollution control and environmental protection, conservation of natural resources, compliance with environmental standards, etc. 2. International environmental documents (Millennium Development Goals, Rio Declaration, etc.) and environmental management standards (ISO 14000 series). 3. Legislation of Ukraine on environmental protection.

Topic 7. Evaluating the effectiveness of social responsibility

Practical lesson on the topic: "Evaluation effectiveness of social responsibility: criteria and indicators of CSR effectiveness. Methods and procedures of evaluation of CSR program effectiveness". Training: Calculation of the effectiveness of social responsibility.

Valuation Criteria

Taking into account the importance of each form of current control, the success of student training in the course of the SB is evaluated in the corresponding scores (Table 3.1) using the formula:

$$R = 2 * A + 2 * B + C ,$$

Where

R - the final maximum score that a student can obtain for the successful completion of all forms of current control;

A – maximum number of points a student can get for the theoretical control work on the content module material ($A = 15$);

B - maximum number of points, which student can get for the practical control work on the content module material ($B=20$)

C - maximum number of points, which student can get for presentation of student's individual task ($C=30$).

The completion of each task for the current control of the student's progress is evaluated in accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Studying Students Based on the Accumulated Bulletin-Rating System" KhNEU them. S. Kuznets (Table 1).

Tab.1

Scale: national and ECTS

| The amount of points for all types of educational activities | Rating ECTS | Score on a national scale | |
|--|-------------|---|----------------|
| | | for exam, course project (work), practice | for the offset |
| 90 – 100 | A | perfect | credited |
| 82 – 89 | B | well | |
| 74 – 81 | C | | |
| 64 – 73 | D | satisfactorily | |
| 60 – 63 | E | | |
| 35 – 59 | FX | unsatisfactorily | not credited |

The distribution of points for performing of tasks of the current control over the forms within the themes of the content modules is given in the table. 2

Distribution of points according to the forms of current control and content modules

| The form of current control | Content module 1 | | | | | Sum of points |
|------------------------------|------------------|-----|-----|-----|----|---------------|
| | CW1 | CW1 | CW2 | CW2 | IT | |
| The maximum number of points | 5 | 0 | 5 | 0 | 0 | 00 |

TCW - theoretical control work on materials of content modules;

PCW – practical control work on materials of content modules;

PIT - presentation of individual task.

Scores for this scale are recorded in the progress report and other academic documentation.

Form of control. Test

Literature

1. Vorobey V., Zhurovskaya I. Non-financial reporting: an instrument of socially responsible business / V. Vorobey, I. Zhurovska. - K.: United Nations Office in Ukraine, LLC "Engineering", 2010. - 80 p.
2. Law of Ukraine "On Protection of Consumer Rights" [Electronic resource] / Verkhovna Rada of Ukraine. - Access mode: <http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=1023-12>.
3. The Law of Ukraine "On Information" [Electronic resource] / The Verkhovna Rada of Ukraine. - Mode of access: <http://zakon1.rada.gov.ua/cgi-bin/laws/main.cgi>.
4. Law of Ukraine "On Collective Contracts and Agreements" [Electronic resource] / Verkhovna Rada of Ukraine. - Mode of access: <http://zakon4.rada.gov.ua/laws/show/3356-12>.
5. Law of Ukraine "On Unfair Competition" [Electronic resource] / Verkhovna Rada of Ukraine. - Mode of access: <http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=236%2F96-%E2%F0>.
6. The Law of Ukraine "On Advertising" [Electronic resource] / The Verkhovna Rada of Ukraine. - Mode of access: <http://zakon1.rada.gov.ua/cgi-bin/laws/main.cgi>.
7. Corporate Social Responsibility: Models and Management Practice: Textbook / (ed. O. S. Redkin). - K.: Painted sheet, 2011. - 480 p.
8. Kotler F. Corporate Social Responsibility. How to do as much good as possible for your company and society / F. Kotler, N. Lee. - K.: Standard, 2005. - 302 p.
9. Social Responsibility: Theory and Practice of Development: Monograph / Ed. A. M. Kolot. - K.: KNEU, 2012. - 501 p.