

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

«ЗАТВЕРДЖУЮ»

Заступник керівника  
(проректор з науково-педагогічної роботи)  
М.В. Афанасьєв



СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ  
робоча програма навчальної дисципліни

Галузь знань	Усі
Спеціальність	Усі
Освітній рівень	перший (бакалаврський)
Освітня програма	Усі

Вид дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Завідувач кафедри  
менеджменту та бізнесу

Леґейко Т.І.

Харків  
ХНЕУ ім. С. Кузнеця  
2018

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**«APPROVED»**

Head deputy  
(vice-rector of scientific and pedagogical work)  
M.V. Afanasyev

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**SOCIAL RESPONSIBILITY**

**syllabus of the educational discipline**

Branch of knowledge **All**  
Specialty **all**  
Educational level **First (Bachelors)**  
Educational program **all**

Type of discipline **selective**  
Language of teaching, learning and evaluating **english**

Head of the Department of Management and Business

T. I. Lepeyko

**Kharkiv**  
**S. Kuznets KhNUE**  
**2018**

APPROVED

at the meeting of the Department of Management and Business  
Protocol №1 dated August 27, 2018

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**Letter of renewal and re-approval  
working program of academic discipline**

Academic year	The date of the meeting of the development department RPND	Protocol number	The signature of the head of the department

## 1. Introduction

The socialization of the economy is an objective regularity of its modern development and involves providing social orientation to all economic processes and the formation and maintenance of conditions of social security by adapting society to market organizational culture on the basis of the democratization of property relations; the liberalization of economic relations and the development of market competition and the introduction of social partnership relations between the subjects of socialization and active participation of citizens in socio-economic relations. In particular, the language speaks of the need for the division of functions of social responsibility between the state, business and civil society. All this requires the introduction of modern practices of interaction between the state and business, as well as business and society, which would allow to strengthen the mutual responsibility of all participants in public life, create conditions for the further stable development of the state and society, based on taking into account the widest possible range of interests.

To date, socially responsible activities are a generally accepted rule that is followed by a large number of large, medium and even small companies around the world, integrating this rule into corporate governance.

The academic discipline "Social responsibility" is taught by students of all economic areas of higher education, which indicates the importance and significance of this discipline.

Educational "Social responsibility" is a selective educational discipline and is studied in accordance with the curriculum of training of specialists of educational qualification level "bachelor" in all areas of preparation for full-time education.

**The purpose of the discipline** is the formation of students' fundamental knowledge of the theory and practice of social responsibility and the corresponding professional competences that ensure the formation of socially responsible behavior of its subjects (institutions).

Course	<b>3</b>	
Semester	<b>4</b>	
Amount of credits ECTS	<b>5</b>	
Audit lessons	<b>lectures</b>	<b>32</b>
	<b>seminars, practical ones</b>	<b>32</b>
Independent work		<b>86</b>
Form of final control	<b>pass</b>	

### Structural-logical scheme of studying the discipline:

<b>Previous disciplines</b>	<b>The following disciplines</b>
Conflictology	Business plan
	Crisis management

## 1. Competence and results of studying in a discipl:

Competence	Results of studying
1	2
Ability to determine the characteristics of CSR models	Be able to diagnose corporate social responsibility programs
Ability to determine the social responsibility of various subjects of social development	Form the principles of social responsibility of man, state, business and society
Ability to develop a concept for integrating CSR into an organization	Develop a model for managing social responsibility of an organization depending on its development strategy
Ability to develop and implement employee engagement programs in CSR programs	Be able to form effective cooperation between employers and staff on the basis of social responsibility
Ability to determine the expectations of interested parties and build interaction with them	Identify, analyze and rank expectations of stakeholders in the organization, build a stacker matrix
Ability to implement an organization management system that reduces its negative impact on the environment	Determine the directions of activating individual and collective environmental responsibility
Ability to regulate relations in the field of labor on the basis of social partnership and socially responsible behavior	Develop collective agreements and contracts on the principles of social responsibility
Ability to organize the preparation of a non-financial report of the organization	Analyze the social reporting of the organization and prepare the necessary information for its formation
Ability to evaluate the effectiveness of social investment and the effectiveness of corporate social programs	Monitor corporate social responsibility, generalize analysis materials to formulate suggestions for improving SR programs
Ability to develop internal policies of the company in respect of compliance with laws, rules, ethical norms of the country	Form enterprise relations with external organizations on the basis of corporate social responsibility

## 2. Program of the discipline

### Content module 1.

#### The essence and objectives of corporate social responsibility

#### Theme 1. Social Responsibility as a Factor for Sustainable Development

##### 1.1. Definition of the concept of "social responsibility"

The essence and importance of corporate social responsibility. Components of social responsibility

##### 1.2. SR development history

History of Corporate Social Responsibility Development. Internal and external CSR environment. CSR development in Ukraine

##### 1.3. Features of the formation of CSR models

CSR Business Models. The difference between American and European models

#### Theme 2. Social responsibility of man, state and society

##### 2.1. State as a subject of social responsibility

Socially responsible interaction of the state, business and civil society institutions: the ways of development. Social state as the leading subject of social responsibility. International experience of state regulation of CSR

#### 2.2. Social responsibility of man

The essence and components of social responsibility of a person, its importance in ensuring sustainable social dynamics. Forms of manifestation of social responsibility by a person.

#### 2.3. Social responsibility of various subjects of social development

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 between business and education.

### **Theme 3. Organizational and Economic Provision of Corporate Social Responsibility Management (CSR)**

#### 3.1. Social responsibility as a component of the organizational management strategy

Organizational management strategies and a factor enhancing the competitiveness of the organization. Principles of social responsibility. Ethical codes. Introduction of CSR to the practice and procedures of the company. International Standard for Social Responsibility Project ISO 26000.

##### Organizational support for CSR activities in an organization

Possible threats and ways to minimize CSR risks. Organization of CSR activities. Structural units and committees of CSR companies. Assessing the status of a company's CSR.

#### 3.2. Social responsibility manager, its importance for the company

Status, core functions, qualifications, typical responsibilities, professional standards for a CSR manager in companies.

### **Theme 4. Formation of employer-employee relations with employees on the basis of social responsibility**

#### 4.1. Human rights in the workplace. International human rights initiatives 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. Labor legislation as a basis for CSR in relations with employees

#### 4.2. Labor relations in the aspect of CSR

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.

#### 4.3. Best CSR staffing practices and their reproduction in non-financial reporting

CSR Areas in the Field of Personnel. Resources in the field of social reporting.

Corporate Social Reports: Essence, Task and Structure.

4.4. Prospects for implementing CSR practices. Benefits for companies and employees

Benefits and limitations of implementing CSR staff practices. Best practices and indicators of internal CSR: domestic and foreign experience.

### **Theme 5. Formation of relations of organization with external organizations on the basis of social responsibility**

#### **5.1. Dialogue with stakeholder as the main principle of CSR**

Concepts and types of stakeholders, their involvement. Determination of the company's stakeholders, communication with stakeholders, best practices of dialogue with leading stakeholders in the CSR sector, assessment of the dialogue.

#### **5.2. Socially responsible business relations 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.

### **Theme 6. Ecological component of social responsibility**

6.1. 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. Ecological management as a tool for implementing social responsibility.

#### **6.2. International documents and initiatives on the environment**

International environmental documents. Millennium Development Goals, Rio Declaration, etc. Environmental Management Standards: ISO 14000.

#### **6.3. The legislation of Ukraine on environmental protection**

Regulatory regulation of environmental liability. Programs for pollution control and environmental protection, conservation of natural resources, compliance with environmental standards, etc.

6.4. Principles and directions of implementation of CSR 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.

### **Theme 7. Social partnership as an instrument for the formation of social responsibility**

#### **7.1. Concept of social partnership, its principles**

Levels of social partnership, mechanism of social partnership. The main subjects in the system of social partnership. Evolution of relations and strategies of interaction between system government and business structures. Principles of social partnership subjects. The system of social partnership is its structure

7.2. Social partnership and regulation of social and labor relations.

Harmonization of interests of social partners. Models of social partnership.

7.3. 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

### **Theme 8. Monitoring of Corporate Social Responsibility**

8.1. The essence, types and functions of monitoring

Definition of the concept of "monitoring". Main tasks of monitoring. Stages of monitoring activity. Signs of classification, types of monitoring. Functions of corporate social responsibility and monitoring

8.2. Information monitoring base

The main goals of the exchange of information on social responsibility.

8.3. Features of the organization of monitoring the effectiveness and effectiveness of CSR

Monitoring process. Types of social technologies. Distribution of monitoring technology. Monitoring results.

### **Theme 9. Evaluating the effectiveness of social responsibility**

9.1. The concept of CSR effectiveness

Definition of the concept of effectiveness of CSR. Stages of constructing a balanced system of SR performance indicators include. GRI standard.

9.2. Basic Methods and Criteria for CSR Evaluation

Criteria for assessing CSR. Structure of the process of development and evaluation of the economic potential of the SR organization. Characteristics of the main methods for assessing CSR. Assessment of the economic potential of the CSR organization.

9.3. Evaluating the effectiveness of social programs and CSR

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. Assessing the effectiveness of CSR. Assessment of the effectiveness of the organization's social work in the areas of "Pay and Social Payments", "Personnel Development", "Health and Safety", "Implementation of Social Programs".

### **Theme 10. Strategic directions of development of social responsibility in Ukraine**

10.1 The main trends of social responsibility development

Social responsibility in the priorities of the country's development. Social responsibility as a factor in the implementation of sustainable development. Energy efficiency and productivity enhancement and competitiveness as key areas of CSR. The main tasks of the strategy of social responsibility development.



## 10.2 Legal framework for the development of social responsibility.

Existing situation in Ukraine. Implementation (ratification, implementation, adaptation of Ukrainian legislation), international agreements. Areas of improvement of Ukrainian legislation in the sphere of SR.

## 10.3 Concept of the National Strategy of Corporate Social Responsibility in Ukraine.

CSR strategy and policy as a component of the European integration strategy. Strategic goals of implementing a national corporate social responsibility policy model in Ukraine.

## 10.4 Encouraging socially responsible behavior.

Areas of activity of the state in promoting CSR. State Guidelines on the Formation and Implementation of Social Responsibility in Ukraine.

### 4. The order of evaluation of the results of training

The system of evaluation of the developed competencies takes into account the types of lessons, which, according to the syllabus, include lectures, seminars, practical classes, and independent training. Assessment of the developed competencies is carried out using a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Bulletin-Rating System" Simon Kuznets KhNEU, control measures include:

current control during the semester during lectures, practical lessons, and is estimated by the sum of the points scored (the maximum amount is 80 points; the minimum amount that allows the student to take the pass – 60 points);

final / semester control, conducted in the form of final control as a tests initiated by the teacher, taking into account the current control for the corresponding contents module aims at an integrated assessment of learning outcomes of the student after studying material from logically completed part of the course – content modules (maximum – 20 points)..

The procedure for carrying out the **current assessment** of students' knowledge. Assessment of student's knowledge during seminars, practical classes and performance of individual tasks is carried out according to the following criteria:

understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation in written works and speeches in the classroom, the ability to justify their position, implement summarize and draw conclusions; arithmetic correctness of the implementation of an individual and complex settlement task; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and the presence of their own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and validity of conclusions about the problem; independence of work; literacy of presentation; use of comparison methods, generalizations of concepts and phenomena; registration of work.

General criteria on which the evaluation of extracurricular students' independent work are: the depth and strength of the knowledge level of thinking, the ability to organize knowledge on certain topics, the ability to make informed decisions, possession

categorical aid, skills and techniques of practical tasks, the ability to find relevant information carry out its systematization and processing, self-realization on practical and seminars.

A student should be considered certified if the sum of the points obtained on the basis of the final / semester control is equal to or exceeds 60.

The final score from the academic discipline is calculated taking into account 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 counted", "59 and less points are not counted", and entered in the "Record of success" of the academic discipline.

### Distribution of points in weeks

Themes of the content module		Lecture classes	Practical training	Seminar classes	Checking the essay	Presentation	Current CW	Final control work	Total
<b>Theme 1</b>	1 week	1	2						3
<b>Theme 2</b>	3 week	1		2					3
<b>Theme 3</b>	5 week	1	2				2		5
<b>Theme 4</b>	7 week	1		2		6			9
<b>Theme 5</b>	9 week	1	2		6		2		11
<b>Theme 6</b>	11 week	1	2	2			2		7
<b>Theme 7</b>	12 week	1		2					3
<b>Theme 8</b>	14 week	1	2				2		5
<b>Theme 9</b>	15 week	1	2	2		6			11
<b>Theme 10</b>	16 week	1	2					40	43
<b>Total</b>		10	14	10	6	12	8	40	100

### Scale of assessment: national and ECTS

The amount of points for all types of educational activities	ECTS Rating	Score on a national scale	
		for exam, course project (work), practice	For credit
90 – 100	A	perfectly	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	enough	not credited
35 – 59	FX	unsatisfactorily	
1 – 34	F		

## 5. Recommended literature

### Main

1. Воробей В., Журовська І. Нефінансова звітність: інструмент соціально-відповідального бізнесу / В. Воробей, І. Журовська. – К. : Представництво ООН в Україні, ТОВ «Інжиніринг», 2010. – 80 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, Н. Лі. – К.: Стандарт, 2005. – 302 с.
4. Соціальна відповідальність: теорія і практика розвитку: Монографія / За ред. А. М. Колота. – К.: КНЕУ, 2012. – 501 с.

### Additional

5. Діагностика стану та перспектив розвитку соціальної відповідальності в Україні (експертні оцінки): монографія / О.Ф. Новікова, М.Є. Дейч, О.В. Панькова та ін.; НАН України, Ін-т економіки пром-сті. – Донецьк, 2013. – 296 с.
6. Зінченко А.Г. Корпоративна соціальна відповідальність 2005-2010: стан та перспективи розвитку / А.Г. Зінченко, М.А. Саприкіна. – К: Вид-во «Фарбований лист», 2010. – 56 с.
7. Методичні рекомендації щодо оцінки ефективності заходів корпоративної соціальної відповідальності / за заг. ред. Супрун Н.А., Ушакової Н.М. – К.: Представництво ООН в Україні, 2013. – 28 с.
8. Орлов П. А. Проблемы социальной ответственности маркетинга в промышленно развитых странах с рыночной экономикой и в Украине в условиях затяжного мирового экономического кризиса / П. А. Орлов // Бизнес Информ. – 2013. – № 1. – С. 6 – 12.
9. Основи стійкого розвитку: Навчальний посібник / За заг. ред. проф. Л.Г.Мельника. – Суми: «Університетська книга», 2005. – 654 с.
10. Саприкіна М., Каба Д. Діалог зі стейкхолдерами: міжнародні та українські реалії сьогодення / М. Саприкіна, Д. Каба. – К.: Фарбований лист, 2011 – 475с.
11. Blowfield M. Corporate responsibility. / M. Blowfield, A. Murray. – Oxford: Oxford University Press, 2011. – 494 p.

### Informational resources

12. Global Reporting Initiative. Global Reporting Initiative. [Electronic resource]. – Access mode: [www.globalreporting.org](http://www.globalreporting.org).
13. Management: Methodology and Practice - Internet Portal for Managers [Electronic resource]. – Access mode: <http://www.management.com.ua>.
14. The official website of the Ukrainian Network of the United Nations Global Compact: [Electronic resource]. – Access mode: <http://www.globalcompact.org.ua/about/inukraine>.
15. Center “Development of Corporate Social Responsibility”. [Electronic resource].

– Access mode: <http://www.csr-ukraine.org/about.html>.

16. CSR strategy and policy as a component of the European integration strategy. status and prospects of CSR in Ukraine [Electronic resource]. – Access mode: [http://www.ucipr.kiev.ua/userfiles/WG3-session1\\_12Mar2013\\_recommendations.doc](http://www.ucipr.kiev.ua/userfiles/WG3-session1_12Mar2013_recommendations.doc).

17. 10 principles UN Global Compact [Electronic resource] / The United Nations Global Compact. – Access mode: <http://www.unglobalcompact.org>.