



Syllabus of the educational discipline
«Communications and social responsibility»

Specialty	073 "Management"
Educational program	073.040 Business Administration
Level of education	First (bachelor)
Discipline status	Base
Teaching language	English
Course / semester	2 course, 3 semester
Number of credits ECTS	4
Distribution by types of trainings and hours of study	Lectures – 24hours. Practical studies (seminars) – 24hours. Independent training – 72 hours.
Form of final assessment	Pass
Department	Management and Business Department, Library Building, room 703. Phone: +38 (057) 702-01-46 (2-96) Site: www.kmib-hneu.com
Teacher (-s)	Maystrenko Olga, associate professor
Teacher's contacts	mayolia@ukr.net
Days of the classes	Tuesday, Wednesday, Thursday, Friday
Consultations	Management and Business Department, 703 (library Building) – offline; in Zoom – online; by agreement, on the initiative of the applicant; both individual and in group
The aim 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.	
Prerequisites for learning Macro- and microeconomics/ <i>Knowledge of economic laws and principles</i> ; Higher mathematics / <i>Ability to search, process and analyze information from different sources</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> ; <i>Theory of management / Knowledge of managerial laws and principles</i>	
Content of the educational discipline Content module 1. The essence and objectives of corporate social responsibility Theme 1. Social responsibility as a factor of sustainable development Theme 2. External communication on the basis of SR Theme 3. Internal community at the ambushes of social communication Theme 4. Formation of the relationship between employer and employee on the basis of social responsibility Theme 5. Ecological component of social responsibility Theme 6. Strategic directions of development of social responsibility	
Material and technical support (software) of the discipline <i>Laptop, Power Point MS Office, Multimedia Projector</i>	
Course page on the Moodle platform (personal training system)	Course description; Working plan; Syllabus; Lectures (presentations); Practical tasks (methodical recommendations); Seminars (list of questions); Tests; Additional learning materials. https://pns.hneu.edu.ua/course/view.php?id=4978
Recommended literature Main 1. <i>Social responsibility: theory and practice of development: Monograph / ed. A.M. Kolota.- K ..</i>	



KNEU, 2012. - 501 p.

2. Vorobey V., Zhurovska I. *Non-financial reporting: an instrument of socially responsible business* / V. Vorobey, I. Zhurovska. - Kyiv: UN Office in Ukraine, LLC "Engineering", 2010. - 80p

Additional

1. Official website of the Ukrainian network of the UN Global Compact: <http://www.globalcompact.org.ua/ua>

2. UN Global Compact (2000). - Access mode: globalcompact.org.ua.

Assessment system of learning outcomes

Current control takes place at lectures and practical lessons (seminars), assessed by the total number of points gained during the semester (the maximal possible number is 60 points; the minimal required number is 35 points).

Final control takes place at the end of the semester in the form of an exam (the maximal possible number is 40 points; the minimal required number is 25 points).

More detailed information on assessment is given in the Working plan 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
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

Policy of academic integrity,

Absenteeism policy,

Policy to perform tasks later than the deadline

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>)