

## The syllabus of the discipline "Social component of international business"

Specialty	292 "International Economic Relations"
Educational program	International business
Educational level	second (master's)
Discipline status	Basic
Language of instruction	English
Course / semester	1M course, 1 semester
Number of ECTS credits	5
Distribution by types of classes and hours of study	Lectures - 14 hours. Practical (seminar) - 26 hours. Laboratory - - h. Independent work - 110 hours.
Form of final control	Examination
Chair	S. Kuznets Kharkiv National University of Economics
Teacher (s)	Chepeliuk Marharyta, Ph.D., Associate Professor of the Department of International Business and Economic Analysis,
Contact Information	chepeliuk.margo@gmail.com
teacher (s)	
Class days	Thu-Tue
<p><b>The purpose</b> of the discipline is to theoretically generalize methodological approaches and the formation of practical skills and abilities to analyze the social component and reveal the essence of its modern concept in international business.</p>	
<p><b>Prerequisites for learning</b></p>	
<p>"Management", "Sociology" / ability to navigate the main trends and shifts in the leading sectors of the world economy, to conduct a comparative analysis of the state and development of the social component of business in different countries</p>	
<p><b>The content of the discipline</b></p>	
<p><i>Content module 1. Social responsibility and society</i></p> <p><i>Topic 1. Theoretical foundations of the concept of the social component of MB</i></p> <p><i>Topic 2. The concept of the social component: foreign and domestic experience</i></p> <p><i>Topic 3. Tools for implementing the social component</i></p> <p><i>Topic 4. Models of corporate social policy and responsibility</i></p> <p><i>Content module 2. Social responsibility and business</i></p> <p><i>Topic 5. Social investment as an integral part of the economy and social aspect of business. SWR</i></p> <p><i>Topic 6. Internal and external social investment of business</i></p> <p><i>Topic 7. Experience in implementing social programs of corporations and enterprises. Fundraising</i></p>	
<p><b>Course page on the Moodle platform</b> (personal training system)</p>	<p><a href="https://pns.hneu.edu.ua/course/view.php?id=5344">https://pns.hneu.edu.ua/course/view.php?id=5344</a></p> <p>Work program, technological map, Methodical recommendations for independent work, tasks for practical work, example of examination ticket, lecture notes, recommended literature</p>
<p><b>Recommended sources</b></p>	
<p><b>Basic</b></p>	
<p>1. Korotkov, EM Corporate social responsibility: a textbook for bachelors / E.M. Коротков, O.H. Александрова, C.A. Antonov [et al.]; ed. E.M. Short. - M. : Yurayt Publishing House, 2013 (etc.). - 445 p. - Series: Bachelor. Basic course.</p> <p>2. Corporate social responsibility. New business philosophy: textbook. help. - M. : Vovnisheconombank, 2011. - 56 p. - Available at: <a href="http://www.veb.ru/common/upload/files/veb/kso/ksobook2011.pdf">http://www.veb.ru/common/upload/files/veb/kso/ksobook2011.pdf</a></p> <p>3. Blagov, YE Corporate social responsibility. Evolution of the concept / Yu.Ye. Blagov. - M. :</p>	

- Higher School of Management, 2010. - 272 p.
4. Blanchard, K. Leadership: to the top of success / K. Blanchard; lane. from English; under the editorship of T. Yu. Ko-Valevo. - СПб.: Питер, 2011. - 368 с.
  5. Bogdan, NN Management of social development of the organization: theory and practice: textbook. manual for students. universities / MM Bogdan, M.G. Masilova; Vladivostok. state University of Economics and Service. - Vladivostok: VDUES Publishing House, 2009. - 284 p.
  6. Burmistrova, T. Corporate social responsibility and strategic priorities of Russian business / T. Burmistrova // Economic Strategies, № 3/2011, P.68-71 - Available at: [http://www.inesnet.ru/magazine/mag\\_archive/free/2011\\_03/ES2011-03-burmistrova.pdf](http://www.inesnet.ru/magazine/mag_archive/free/2011_03/ES2011-03-burmistrova.pdf)
  7. Wexler, A.F. Why business sponsorship and charity / A.F. Wexler, G.L. Tulchinsky. - М.: Вершина, 2006. - 336 с.: Ил., Табл.
  8. Vetluzhsky, E. Motivation and remuneration: Tools. Methods. Practice / E. Vet-Luzky. - М.: Alpina Business Books, Alpina Publishers, 2010. - 210 p.
  9. Vetluzhskikh, EN Strategic map, system approach and KPI. Tools for rulers / О.М. Ветлужских. - М.: Alpina Business Books, 2008. - 204 p.
  10. Dolan, S. Management based on values. Corporate guide to survival, success and ability to earn money in the XXI century / S. Dolan, S. Gar-xia. - М.: Pretext, 2008. II. 26. table.21. - 313 p.
  11. Zaretsky, AD Corporate social responsibility: world and domestic practice: textbook. manual / AD, Zaretsky, TE Ivanov. - Krasnodar: KSEI Publishing House, 2012. - 231 p.
  12. Zinchenko, GP Social partnership / GP Zinchenko, II Horns. - М.: Dashkov and K, 2009 - 224 p.
  13. Ivanova, S.V. Development of employees' potential: Professional competencies, leadership, communications / S. Ivanova, D. Boldogoev, E. Botchaninova, A. Glotova, O. Zhigili. - М.: Alpina Business Books, 2008 - 278 p.
  14. Kaplan, R.S. Balanced system of indicators / R.S. Kaplan, D.P. Norton; пер.с.англ. - М.: Alpina Business Books, 2006. - 304 p.
  15. Corporate social responsibility: public expectations. Consumers, managers, opinion leaders and experts assess the social role of business in Russia / ed. SE Litovchenko, MI Korsakov. - М.: Association of Managers, 2003.-100 p.
  16. Krichevsky, NA Corporate social responsibility / NA Krichesky, SF Гончаров. - М.: Dashkov and Co., 2006. - 195p. - Available at: [www.krichevsky.ru/files/kso.pdf](http://www.krichevsky.ru/files/kso.pdf)
  17. Mintzberg, G. Act effectively! Best practice of management / G. Mintzberg; пер.с.англ. - СПб.: ПИТЕР. 2011. - 288 с.
  18. Mishurova, IV Personnel motivation management / I.B. Mishurova. - М.: Phoenix, 2010. - 272 p.
  19. On the way to a socially responsible university: a monograph / for general. ed. G.I. Maltseva; Vladivostok. state University of Economics and Service. - Vladivostok: VDUES Publishing House, 2009. - 412 p.
  20. Neshchadin, AA Business and society: profitable partnership / А.А. Нещадин, Н.И. Gorin, G.L. Tulchynsky and others; under the general ed. А.А. Unfortunate. - М.: Vershina, 2006. - 256 pp.: илл., Table.
  21. Panfilova, AP Fundamentals of management. Complete guide to case technologies / AP Panfilova, L.A. Громова, I.A. Bogachek, VA Abchuk; under the editorship of prof. VP Straw. - СПб. Peter, 2004. - 240 p.
  22. Social responsibility of companies. Effective technologies of social investment management: materials intern. Conference, Moscow, March 2004 / Social Information Agency (SDA), European Center for Funds (EFC), Ros. union of industrialists and entrepreneurs; ed. group: I. Rilnikov [etc.]. - М.: Social Information Agency, 2005. - 128 p.
  23. Tulchinsky, GL Business in Russia. The problem of social recognition and respect / G.L. Tulchinsky. - М.: Вершина, 2006. - 384 с.: ил., Табл.
  24. Turkin, S. How to be good: Make your business socially responsible / S. Turkin. - М.: Alpina Business Books, 2007. - 381 p.
  25. Harrington, J. Excellence in resource management. The art of improving resource management /

D. Harrington; with preface J. Kondo; lane. from English A.L. Raskina, VV Shakhlevich; under science. ed. VV Bragin. - M.: Standards and quality, 2008. - 352 pp.: ill.

26. Hughesit, M. Personnel assessment: how to manage human capital to implement the strategy / M. Hughesit, B.I. Becker, R.W. Beatty; lane. from English - M.: LLC "ID Wil-yams », 2007 - 432 p. silt.

#### Learning outcomes assessment system

current control carried out during the semester during lectures, practical, seminar, laboratory classes and is estimated by the amount of points scored (maximum amount - 60 points; the minimum amount that allows a student to take the exam - 35 points);

modular control, conducted in the form of a colloquium as an intermediate mini-exam at the initiative of the teacher, taking into account the current control for the relevant content module and aims at integrated assessment of student learning outcomes after studying material from the logically completed part of the discipline - content module;

final / semester control, which is conducted in the form of a semester exam, according to the schedule of the educational process.

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

understanding, degree of mastering the theory and methodology of the problems under consideration; degree of mastering the actual material of the discipline; acquaintance with the recommended literature, and also with the modern literature on the considered questions; ability to combine theory with practice when considering production situations, solving problems, making calculations in the process of performing individual tasks and tasks submitted for consideration in the audience; logic, structure, style of presentation of material in written works and in speeches in the audience, the ability to justify their position, to generalize information and draw conclusions; arithmetic correctness of performance of individual and complex calculation task; ability to conduct critical and independent assessment of certain problematic issues; the ability to explain alternative views and the presence of their own point of view, position on a particular issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and validity of conclusions on a specific problem; independence of work performance; literacy of material submission; use of methods of comparison, generalization of concepts and phenomena; registration of work.

General criteria for evaluating extracurricular independent work of students are: depth and strength of knowledge, level of thinking, ability to systematize knowledge on individual topics, ability to draw sound conclusions, mastery of categorical apparatus, skills and techniques of practical tasks, ability to find necessary information, to carry out its systematization and processing, self-realization at practical and seminar classes.

Final control of knowledge and competencies of students in the discipline is carried out on the basis of a semester exam, the task of which is to test students' understanding of the program material in general, logic and relationships between individual sections, ability to creatively use accumulated knowledge, ability to formulate their attitude to a particular problem. disciplines, etc.

The examination ticket covers the program of the discipline and provides for the determination of the level of knowledge and the degree of mastery of competencies by students.

Each exam ticket consists of 20 tests and 3 practical tasks (situational, diagnostic and heuristic).

Practical tasks involve solving typical professional tasks of a specialist in the workplace and allow diagnosing the level of training and competence of the student in the discipline.

The result of the semester exam is evaluated in points (maximum number - 40 points, minimum number of credits - 25 points) and is affixed in the appropriate column of the examination "Information of performance".

A student should be considered certified if the sum of points obtained from the final / semester test is equal to or exceeds 60. The minimum possible number of points for current and modular control during the semester is 35 and the minimum possible number of points scored in the exam is 25.

The final grade in the discipline is calculated taking into account the scores obtained during the

exam and the scores obtained during the current control of the accumulative system. The total result in points for the semester is: "60 or more points - credited", "59 or less points - not credited" and is entered in the test "Statement of success" of the discipline.

<b>Accumulation of rating points in the discipline (example)</b>			
Types of educational work		<b>Max scores</b>	
Practical task		<b>2</b>	
Participation in the discussion		<b>2</b>	
Presentation of own observation		<b>3</b>	
Active participation during the lesson		<b>1</b>	
Written test		<b>3</b>	
Colloquium		<b>7</b>	
Essay		<b>5</b>	
Exam (if available)		<b>40</b>	
Maximum number of points		<b>100</b>	
<b>Compliance of the ECTS assessment scale with the national assessment system and HNEU</b>			
The sum of points for all types of educational activities	Rating ECTS	Score on a national scale	
		for exam (exam), differentiated test, course project (work), practice, training	for offset
90 – 100	A	Perfectly	Credited
82 – 89	B	Fine	
74 – 81	C	Satisfactorily	
64 – 73	D		
60 – 63	E	Unsatisfactorily	not credited
35 – 59	FX		
1 – 34	F		
<b>Discipline policies</b>			
Policy of academic integrity, Class omission policy, Policy to perform tasks later than the deadline,Etc			
<i>More detailed information on competencies, learning outcomes, teaching methods, assessment forms, independent work is given in the Work program of the discipline</i> ( <a href="http://repository.hneu.edu.ua/handle/123456789/23228">http://repository.hneu.edu.ua/handle/123456789/23228</a> ).			

The syllabus was approved at the meeting of the department "September 14" 2020. Protocol №2