



**Syllabus of the course**  
«Communications and social responsibility»

<b>Specialty</b>	073 Management
<b>Study Programme</b>	Business Administration
<b>Study cycle (Bachelor, Master, PhD)</b>	the first (Bachelor) level of higher education
<b>Course status</b>	Mandatory
<b>Language</b>	English
<b>Term</b>	second year, third semester
<b>ECTS credits</b>	4
<b>Workload</b>	Lectures – 24 hours. Practical studies (seminars) – 24 hours. Self-study – 72 hours.
<b>Assessment system</b>	Grading
<b>Department</b>	Management and Business Department Library Building, 703 room Phone: +38 (057) 702-01-46 (2-96) Web page: <a href="https://kmib.hneu.edu.ua/">https://kmib.hneu.edu.ua/</a>
<b>Teaching staff</b>	Sergii Vasylyk, PhD in Economics, Associate Professor Maistrenko Olha, PhD in Economics, Associate Professor
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<b>Course schedule</b>	Lecture: due to timetable Practical: due to timetable
<b>Consultations</b>	the Department of Management and Business, offline, according to the schedule, individual, PNS chat.
<p><b>The purpose</b> of the course 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.</p>	
<p><b>Prerequisites for learning</b> Theory of organization, Business ethics</p>	
<p><b>Course content</b></p> <p><b>Content module 1. The essence and objectives of corporate social responsibility</b></p> <p><b>Topic 1. Social responsibility as a factor of sustainable development</b></p> <p><b>Topic 2. External communication on the basis of social responsibility</b></p> <p><b>Topic 3. Internal communication on the basis of social responsibility</b></p> <p><b>Topic 4. Social partnership as a tool for the formation of social responsibility</b></p> <p><b>Topic 5. Environmental component of social responsibility</b></p> <p><b>Topic 6. Human rights and labor practices as a subject of social responsibility</b></p> <p><b>Topic 7. Strategic directions of social responsibility development in Ukraine</b></p>	
<p><b>Teaching environment (software)</b> Multimedia projector, S. Kuznets PNS, Corporate Zoom system</p>	
<p><b>Assessment system</b></p> <p>Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.</p> <p>Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.</p> <p>The maximum amount during the semester – 100 points; the minimum amount required is 60 points.</p>	



Current control includes the following assessment methods: express tests; competence-oriented tasks; presentations; final control work.

***More detailed information on assessment and grading system is given in the technological card of the course.***

#### **Course policies**

Teaching of the course is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

***More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Program of the course.***

Syllabus approved at the meeting of Department 03/04/2023, minutes №11.