



Syllabus of the educational discipline «Communications and social responsibility»

Specialty	<i>073 Management</i>	
Educational program	<i>Business administration</i>	
Level of education	<i>first (bachelor)</i>	
Discipline status	<i>Compulsory</i>	
Teaching language	<i>English</i>	
Course / semester	<i>2 course, 3 semester</i>	
Number of credits ECTS	<i>4</i>	
Distribution by types of trainings and hours of study	<i>Lectures – 24 hours.</i>	
	<i>Practical studies (seminars) – 24 hours.</i>	
	<i>Independent training – 72 hours.</i>	
Form of final assessment	<i>Pass</i>	
Department	<i>Management and Business Department</i>	
	<i>Library Building, 703 room</i>	
	<i>Phone: +38 (057) 702-01-46 (2-96)</i>	
	<i>Web page: https://kmib.hneu.edu.ua/</i>	
Teacher (-s)	<i>Sergii Vasylyk, PhD, Associate Professor</i> <i>Maystrenko Olga, PhD, Associate Professor</i>	
Teacher's contacts	<i>sergii.vasylyk@hneu.net</i> <i>mayolia@ukr.net</i>	
Days of the classes	<i>Lecture: due to timetable</i> <i>Practical: due to timetable</i>	
Consultations	<i>At the Management and Business department, off-line; due to timetable of consultations, personal</i>	
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.		
Structural and logical scheme of the course		
Prerequisites	Postrequisites	
Theory of organization	Management 2	
Business ethics	Fundamentals of leadership and organizational dynamics	
	Training course «Soft skills»	
	Cross-cultural management	
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>Multimedia Projector</i>		
Course page on the Moodle platform (personal training system)	<i>https://pns.hneu.edu.ua/course/view.php?id=4280</i>	



The system of the study results assessment

The system of assessment of the formed competencies takes into account the types of classes, which include lectures, laboratory, practical classes, as well as independent work. Assessment of the formed competencies of students is carried out according to the accumulative 100-point system. Current control, which is carried out during the semester during practical. laboratory classes and independent work is assessed by the sum of points scored. The maximum possible number of points for the current and final control during the semester – 100 and the minimum possible number of points – 60.

Discipline policies

The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, and biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work

More detailed information on competencies, learning outcomes, teaching methods, forms of assessment, independent training are given in the Syllabus of the academic discipline (<https://pns.hneu.edu.ua/course/view.php?id=4280>)