



**Syllabus of the educational discipline**  
**« Communications and social responsibility »**

<b>Specialty</b>	<i>all</i>
<b>Educational program</b>	<i>all</i>
<b>Level of education</b>	<i>third (educational and scientific)</i>
<b>Discipline status</b>	<i>Selective</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>2<sup>nd</sup> academic year, 3<sup>rd</sup> semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 20 hours.</i> <i>Practical studies (seminars) – 20 hours</i> <i>Laboratory studies – 0 hours.</i> <i>Independent training – 110 hours.</i>
<b>Form of final assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Management and business department S. Kuznets Kharkiv National University of Economics, 61166, Kharkiv, 9a Nauki Ave., Scientific and library building, 7th floor, room 703, mel. +38 (057) 702-01-46 (2-96), <a href="mailto:kaf_mb_hneu@ukr.net">kaf_mb_hneu@ukr.net</a>, <a href="mailto:kafmb2007@gmail.com">kafmb2007@gmail.com</a></i>
<b>Teacher (-s)</b>	<i>Inna Gruzina, PhD (Economics), Associate professor of Management and Business department</i> <i>Olga Maystrenko, PhD (Economics), Associate professor of Management and Business department</i>
<b>Teacher's contacts</b>	<i><a href="mailto:gruzinaia@gmail.com">gruzinaia@gmail.com</a></i> <i><a href="mailto:mayolia@ukr.net">mayolia@ukr.net</a></i>
<b>Days of the classes</b>	<i>according to the class time-table</i>
<b>Consultations</b>	<i>according to the consultation schedule</i>
<p><b>The purpose</b> of the discipline is the formation of theoretical knowledge and practical skills of effective communication in the scientific and business environment; analysis of the features of social responsibility of the subjects of social development, mastering the modern tools of interaction of the state, business, civil society and person to strengthen the mutual responsibility of all subjects of social life, creating conditions for sustainable development of the state and society</p>	
<p style="text-align: center;"><b>Prerequisites for learning</b></p> <p><i>Management / Knowledge of management laws and principles; Fundamentals of psychology and pedagogy / Ability to communicate effectively; Sociology / Knowledge of the components of society, the principles of its functioning and development; Business ethics / Knowledge of general ethical norms, rules of business entities behavior, their interaction and communication</i></p>	
<p style="text-align: center;"><b>Content of the educational discipline</b></p> <p><b>Content module 1. The essence and objectives of social responsibility</b>  <b>Topic 1.</b> Social responsibility as a factor of sustainable development  <b>Topic 2.</b> Social partnership as a tool for the formation of social responsibility  <b>Topic 3.</b> Human rights and labor practice as a subject of social responsibility  <b>Topic 4.</b> Ecological component of social responsibility  <b>Content module 2. Communication as the basis of social responsibility</b>  <b>Topic 5.</b> The essence and content of the concept "communication". Structure and content of communications  <b>Topic 6.</b> Typology of social communications  <b>Topic 7.</b> External and internal communications based on social responsibility</p>	
<p style="text-align: center;"><b>Material and technical support (software) of the discipline</b>  <i>Laptop, Power Point MS Office, Multimedia Projector</i></p>	



**Course page on the Moodle platform (personal training system)**

*link to a similar course:*

<https://pns.hneu.edu.ua/course/view.php?id=4280>

*the following materials are posted: technological map, syllabus of the academic discipline, practical tasks, lecture presentations*

**Recommended literature**

**Main:** Комунікації та соціальна відповідальність: навчальний посібник / С. К. Василик, О. В. Майстренко, К. Р. Немашкало. – Харків : ХНЕУ, 2019. – 180 с.

**Additional:** Василик С. К. Відносини з персоналом як пріоритетна сфера корпоративної соціальної відповідальності / С. К. Василик, О. В. Майстренко // Modern problems of the economy of development in the context of the world transformational changes. Monograph. – Opole: The Academy of Management and Administration in Opole, 2013. – P. 49-61.

**Assessment system of learning outcomes**

Control measures include: current control is carried out during lectures and practical lessons and is estimated by the sum of the points scored (minimum - 15 points, maximum - 40 points); modular control - a modular tests after studying the material from the logically completed part of the discipline - content module (minimum - 10 points, maximum amount - 30 points); final control is carried out in the form of a pass as the sum of the points scored in the discipline (minimum - 60 points, maximum - 100 points), is defined as the sum of points for the applicants' progress in the current control, including written tests (modular and final). The applicant is certified by the results of his work during the semester.

*More detailed information on assessment is given in the technological card of the discipline.*

**Accumulation of rating points in the discipline**

Types of training	Max points
Lecture	5
Practical classes	5
Tasks by topics	9
Express Tests	15
Written Tests (modular and final)	60
Essay	6
<b>Max points</b>	<b>100</b>

**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, etc.*

*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/>).*