



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

Specialty	<i>All</i>
Educational program	<i>All</i>
Level of education	<i>third (educational and scientific)</i>
Discipline status	<i>Selective</i>
Teaching language	<i>English</i>
Course / semester	<i>2^d academic year, 3^d Semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 20hours. Practical studies (seminars) – 20hours. Independent training – 110 hours.</i>
Form of final assessment	<i>Pass</i>
Department	<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, phone number: +38 (057) 702-01-46 (2-96), kaf_mb_hneu@ukr.net , kafmb2007@gmail.com</i>
Teacher (-s)	<i>Maystrenko Olga, PhD, Associate professor</i>
Teacher's contacts	<i>Maystrenko O. V.: mayolia@ukr.net</i>
Days of the classes	<i>Lectures: due to timetable Practicals: due to timetable</i>
Consultations	<i>At the Management and Business department, off-line; due to timetable of consultations, personal</i>
The purpose of the discipline	
<i>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</i>	
Prerequisites for learning	
<i>Macro- and microeconomics; Theory of organization</i>	
Content of the academic discipline	
Content module 1. <i>The essence and objectives of corporate social responsibility</i>	
Theme 1. <i>Social responsibility as a factor of sustainable development</i>	
Theme 2. <i>External communication on the basis of SR</i>	
Theme 3. <i>Internal community at the ambushes of social communication</i>	
Theme 4. <i>Formation of the relationship between employer and employee on the basis of social responsibility</i>	
Theme 5. <i>Ecological component of social responsibility</i>	
Theme 6. <i>Strategic directions of development of social responsibility</i>	
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)	<i>under construction</i>
The system of the study results assessment	
<i>The system of assessment of the formed competencies takes into account the types of classes, which include lectures and practical classes as well as independent work. Assessment of the formed competencies is carried out according to the accumulative 100-point system.</i>	



Current control, which is carried out during the semester during practical classes 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.

Current control includes the following control measures: tasks by topics; current control works; final control works.

More information that is detailed is in the Working plan.

Policies of the academic discipline

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 about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (Working plan)of the educational discipline (under construction)

Syllabus approved at the meeting of Department «30» May 2022. Protocol №16.