



Syllabus of the educational discipline «Communications and social responsibility»

Specialty	All
Educational program	All
Educational qualification	Third (educational and scientific)
Type of the discipline	Selective
Teaching language	English
Course / semester	1 st academic year, 1 st semester
Number of credits ECTS	5
Distribution by types of trainings and hours of study	Lectures – 20 hours Practical studies (seminars) – 20 hours Laboratory studies – 0 hours Independent training – 110 hours
Final assessment	Pass
Department	Management and business department S. Kuznets Kharkiv National University of Economics, 61166, Kharkiv, 9a Nauki Ave., Scientific and library building, 7th floor, room 703, тел. +38 (057) 702-01-46 (2-96), kaf_mb_hneu@ukr.net , kafmb2007@gmail.com
Teacher (-s)	Sergii Vasylyk, PhD, Associate Professor of Management and Business department
Contacts of lecturer (s)	sergii.vasylyk@hneu.net
Study days	Lectures: due to timetable Practicals: due to timetable
Consultations	At the Management and Business department, off-line; due to timetable of consultations, personal
The purpose of the discipline	
is to acquire the theoretical and methodological foundations of communications, social responsibility and acquire practical skills in organizing and analyzing the company's corporate social responsibility.	
Prerequisites for learning	
Modern theories of organization; Methodology and organizing of scientific research	
Content of the educational discipline	
Content module 1. The essence and objectives of social responsibility	
Topic 1. Social responsibility as a factor of sustainable development	
Topic 2. Strategic directions of social responsibility development	
Topic 3. Social responsibility and communications in management system	
Content module 2. Tools and communications on social responsibility	
Topic 4. Employee relations on the basis of social responsibility	
Topic 5. External dimension of social responsibility	
Topic 6. Environmental component of social responsibility	
Topic 7. Evaluation of social responsibility efficiency	
Material and technical (software) for discipline support	
Projector, MS Office (MS Excel, MS Word, MS Power Point)	
Course page on the Moodle platform (personal training system)	https://pns.hneu.edu.ua/mod/resource/view.php?id=503041
Assessment system of learning outcomes	
The total score of the discipline consists of current control (the maximum amount is 100 points, the minimum amount that taking as a pass of discipline is 60 points).	
Current control includes the following control measures: presentation, testing.	
<i>More detailed information on assessment is given in the technological card of the discipline.</i>	



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 about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (<https://pns.hneu.edu.ua/mod/resource/view.php?id=503041>).

Syllabus approved at the meeting of Department «17» February 2023. Protocol №10