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|  |  | **Кафедра міжнародної економіки** |
| **SOCIAL RESPONSIBILITY****Work program of the discipline (Syllabus)** |

# Details of the discipline

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| --- | --- |
| The level of higher education | *Second (master's)* |
| Branch of knowledge | *05 Social and behavioural sciences* |
| Specialty | *051 Economics* |
| Educational program | *International Economics* |
| Discipline status | *Normative* |
| Form of study | *full-time study* |
| Year of preparation, semester | *5th year, autumn semester* |
| The scope of discipline | *2.5 credits, 75 hours* |
| Semester control / control measures | *test* |
| Timetable |  |
| Language of instruction | *English*  |
| Information aboutcourse leader / teachers | Lecturer: *Doctor of Economics, Professor, Okhrimenko Oksana,* *o.okhrimenko@kpi.ua*Practice: *Doctor of Economics, Professor, Okhrimenko Oksana,* *o.okhrimenko@kpi.ua* |
| Course placement | Campus, Google classroom |

# Curriculum

**Description of the discipline, its purpose, subject of study and learning outcomes**

***The purpose of the discipline*** *is the formation of students' fundamental knowledge of the theory and practice of social responsibility, the acquisition of appropriate professional competencies that ensure the formation of socially responsible behaviour.*

***The main tasks of the discipline.*** *According to the requirements of the curriculum, students must demonstrate the following learning outcomes after mastering:*

***knowledge:***

*- the essence of the types, categories, evolution, concepts, models and levels of social responsibility;*

*- features of social responsibility of different business entities;*

*- the place of social responsibility in the management of the organization;*

*- regulatory framework for the development of social responsibility of enterprises;*

*- models of corporate social responsibility and the formation of different types of corporate culture;*

*- criteria, indicators and methods of assessing the social responsibility of enterprises;*

*- features of manifestation of social responsibility of business in the Ukrainian realities;*

*- the essence of social investment as a form of corporate responsibility of employers;*

*- essence, components and priorities of development of socially responsible personnel management policy;*

*- environmental aspects of social responsibility and their legal regulation;*

*- essence, structure, requirements and features of international standards of social reporting.*

***skills:***

*- to form a mechanism for managing the social responsibility of the enterprise;*

*- to form effective interaction of employers with the staff on the basis of social responsibility;*

*- to form relations of the enterprise with external organizations on the basis of social responsibility;*

*- to determine the areas of activation of individual and collective environmental responsibility;*

*- monitor the social responsibility of the enterprise;*

*- evaluate the effectiveness of social responsibility of the enterprise;*

*- to develop corporate social responsibility as a factor of increasing competitiveness.*

# Prerequisites and postrequisites of the discipline (place in the structural and logical scheme of education according to the relevant educational program)

*It is based on the knowledge acquired by students while studying at the first (bachelor's) level of higher education. This discipline provides teaching of the following courses: "Strategic management of the enterprise", "Management of the international competitiveness", "Personnel management”.*

**The content of the discipline**

# *Topic 1. Social responsibility as a factor of sustainable development*

# *Topic 2. Social responsibility of man and the state*

# *Topic 3. Organizational and economic support of corporate social responsibility management*

# *Topic 4. Formation of relations between employers and employees on the basis of social responsibility*

# *Topic 5. Formation of business relations with external stakeholders on the basis of social responsibility*

# *Topic 6. Environmental component of social responsibility*

# *Topic 7. Preparation of a non-financial report*

# *Topic 8. Evaluating the effectiveness of social responsibility*

# *Topic 9. Strategic directions of social responsibility development*

**Training materials and resources**

***Basic***

*1. Okhrimenko, O. O. Social responsibility: lecture notes [Electronic resource]: Teaching manual for the students Specialty 051 "Economics" / O. O. Okhrimenko, T. V. Ivanova; Igor Sikorsky Kyiv Polytechnic institute. – Electronic text data (1 file: 4,9 МB). – Kyiv: Igor Sikorsky Kyiv Polytechnic institute, 2020. – 182 p. – Title from the screen:* [*https://ela.kpi.ua/handle/123456789/33657*](https://ela.kpi.ua/handle/123456789/33657)

***Auxiliary***

*1. Jonker J., Witte M. Management Models for Corporate Social Responsibility. Springer. Berlin, New York, 2006. URL:* [*http://www.untag-smd.ac.id/files/Perpustakaan\_Digital \_1/CORPORATE %20SOCIAL%20RESPONSIBILITY %20%20Management\_Models\_for\_Corporate\_Social\_Responsibility.pdf*](http://www.untag-smd.ac.id/files/Perpustakaan_Digital%20_1/CORPORATE%20%20SOCIAL%20RESPONSIBILITY%20%20%20Management_Models_for_Corporate_Social_Responsibility.pdf)

*2. Crowther D., Aras G. Corporate Social Responsibility. Ventus Publishing. URL: https://www.mdos.si/wp-content/uploads/2018/04/defining-corporate-social-responsibility.pdf*

*3. Samuel O. Idowu, Céline Louche Editors Theory and Practice of Corporate Social Responsibility. Springer Heidelberg Dordrecht London New York. URL: https://link.springer.com/content/pdf/bfm%3A978-3-642-16461-3%2F1.pdf*

# Educational content

# Methods of mastering the discipline (educational component)

***Lectures***

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| --- | --- |
| *№*  | *The title of the lecture topic and a list of key issues* |
| *1* | ***Topic 1. Social responsibility as a factor of sustainable development******Lecture 1.*** *Scientific approaches to defining the essence of SR. Social responsibility in the system of sustainable development. Types of SR. Principles of SR.* |
| *2* | ***Topic 2. Social responsibility of man and the state******Lecture 2****. The essence and parameters of human social responsibility. Social responsibility of the state. Welfare state.* |
| *3* | ***Topic 3. Organizational and economic support of corporate social responsibility management******Lecture 3****. History of formation and development of CSR. The essence of the concept of CSR. Organization of social responsibility of the enterprise. Modern models of corporate social responsibility.*  |
| *4* | ***Topic 4. Formation of relations between employers and employees on the basis of social responsibility******Lecture 4.*** *Corporate social responsibility in the internal environment. International legal regulation of labour relations based on corporate social responsibility (CSR). Ensuring decent work in the CSR system. Corporate citizenship. The practice of labour relations through the prism of the concepts of corporate social responsibility and corporate citizenship in Ukraine.* |
| *5* | ***Topic 5. Formation of business relations with external stakeholders on the basis of social responsibility******Lecture 5.*** *Components of external business responsibility. Corporate social responsibility in terms of objects of responsibility. The latest tools of strategic corporate philanthropy. Socially responsible marketing. Responsible supply chain management. Responsibility of companies to business partners.* |
| *6* | ***Topic 6. Environmental component of social responsibility******Lecture 6.*** *The essence of environmental responsibility. Evolution of concepts of ecological responsibility. Elements of environmental responsibility of business. Experience in implementing the principles of environmental responsibility. Ways to strengthen environmental responsibility.*  |
| *7* | ***Topic 7. Preparation of a non-financial report******Lecture 7****. Non-financial reporting as a tool for the development of social responsibility of the enterprise. Standards for preparing a non-financial report. Report preparation process. Non-financial reporting in the world. Non-financial reporting in Ukraine.* |
| *8* | ***Topic 8. Evaluating the effectiveness of social responsibility of enterprises******Lecture 8.*** *Factors of efficiency of functioning of CSR tools in management of the organization. Levels and indicators of business social responsibility.* |
| *9* | ***Topic 9. Strategic directions of social responsibility development in Ukraine******Lecture 9.*** *External and internal factors of social responsibility development in Ukraine. Intensification of enterprises' activity on development of socially responsible business. Directions of state policy to promote the development of corporate social responsibility in Ukraine. The purpose, tasks and goals of the Strategy to promote the development of corporate social responsibility in Ukraine for the period up to 2030* |

***Practice***

*Practical classes are aimed at developing students' ability to solve problems, cases, work with literature, prepare speeches, formulate and defend their position, take an active part in the discussion.*

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| *№*  | *The name of the topic of the lesson and a list of main questions* |
| *1* | ***Topic 1. Social responsibility as a factor of sustainable development****Practical lesson 1: The concept of social responsibility, areas of activity in the field of SR. Social responsibility as a system. Retrospective of social responsibility development. Types of SR projects.* |
| *2* | ***Topic 2. Social responsibility of man and the state****Practical lesson 2: Socially responsible interaction of the state, business and civil society institutions: ways of development. Subjects and levels of social responsibility. The essence and**components of human social responsibility, its importance in ensuring sustainable social dynamics. Development of social responsibility of civil society institutions. The welfare state as a leading subject of social responsibility.**Responsible state and sustainable development. International experience of SR state regulation. Consumption culture and its impact on SR development. Social responsibility of education and science.* |
| *3* | ***Topic 3. Organizational and economic support of corporate social responsibility management****Practical lesson 3: Models of social responsibility of the enterprise, their distinctive features. Corporate culture - social responsibility - social dialogue: organizational and managerial mechanisms of interaction and sustainable development.**Social responsibility as an objective strategy to increase the welfare of the population and achieve balanced development. Forms of social dialogue and their role in the system of socially responsible behaviour. Social responsibility of social partnership subjects.* |
| *4* | ***Topic 4. Formation of relations between employers and employees on the basis of social responsibility****Practical lesson 4: Implementation of the principles of social responsibility in collective agreements and contracts. Regulation of labour relations on the principles of social partnership and socially responsible behaviour.**Social rights and guarantees of staff. Development of corporate culture at the enterprise. Development of a social package at the enterprise. Harmonization of the interests of the parties and subjects of social and labour relations on the principles of social partnership.* |
| *5* | ***Topic 5. Formation of business relations with external stakeholders on the basis of social responsibility****Practical lesson 5: Code of business ethics. Standards of ethical behaviour. Types and functions of codes of ethics. The role of codes of ethics in addressing moral issues of organization and management of business relations and behaviour. Development of a code of ethics at the enterprise.**Ethical behaviour of companies in relation to business counterparties. Responsible supply chain management. The role of social responsibility in the formation of competitive advantages of the enterprise. An environment for identifying social responsibility and the relationship with competitive advantage. Social responsibility as a factor in the formation of competitive advantages of the enterprise.* |
| *6* | ***Topic 6. Environmental component of social responsibility****Practical lesson 6: Programs for pollution control and environmental protection, conservation of natural resources, compliance with environmental standards, etc. International environmental documents (Millennium Development Goals, Rio Declaration, etc.) and environmental management standards (ISO 14000 series). The role of environmental management in the sustainable development of society. Environmental protection and resource-saving technologies.****Topic 7. Preparation of a non-financial report****Corporate social responsibility and reports. Benefits and risks of publishing non-financial statements of enterprises. Main non-financial reporting formats: progress report and Global Reporting Initiative (GRI) system reporting.**The essence of the concept of "social report", the need, objectives, structure and stages. Resources in the field of social reporting. The procedure for conducting an external audit of social responsibility.* |
| *7* | ***Topic 8. Evaluating the effectiveness of social responsibility of enterprises****Practical lesson 7: Methods of evaluation of SR activities. Integrated indicators of evaluation of SR activity and social investments of the enterprise, intended for comparative analysis of enterprises. Comprehensive JI index of the enterprise (SR). Perspective Development Indicator (PD). Social Expenditure Indicator (Social Expenditure to Profit Rate).**Index of specific social investments. The share of social investments of the surveyed companies in the total sales.**Indicators (criteria) of qualitative assessment of social investments. Qualitative index of social investments (SI).**Methods for assessing the level of social responsibility of enterprises by independent organizations. Methods of integrated assessment of the level (rating) of openness and systematization of companies in the field of corporate social responsibility.* |
| *8* | ***Topic 9. Strategic directions of social responsibility development in Ukraine****Practical lesson 8: Domestic experience of CSR formation. International initiatives and legislation of Ukraine in the field of social responsibility. Problems and opportunities for activating educational potential in the formation of social responsibility in Ukraine.**National models of social responsibility. Assessment of the state and prospects of social responsibility development in Ukraine. Regulation of state guidelines for the formation and implementation of social responsibility in Ukraine. Social responsibility as a tool to ensure the realization of national interests of Ukraine* |
| *8* | *Practical lesson 9: Modular control work* |

# Independent work of a student / graduate student

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| --- | --- | --- |
| *№*  | *The name of the topic that is submitted for independent study* | *hours* |
| *1* | *Topic 1. Social responsibility as a factor of sustainable development**International initiatives as a factor in the formation and development of SR (UN Global Compact).**International initiatives as a factor in the formation and development of SR (UN Global Compact). Introduction of social responsibility as a factor in improving business processes, technologies, business activity, minimizing the impact of global challenges.* | *2* |
| *2* | *Topic 2. Social responsibility of man and the state**Draft international standard on social responsibility ISO 26000.**Documents governing the social responsibility of social development actors at the global level. Features of manifestation of social responsibility of business in the Ukrainian realities.* | *2* |
| *3* | *Topic 3. Organizational and economic support of corporate social responsibility management**Possible threats and ways to minimize SR risks.**Organization of SR activities. Status, main functions, qualifications, typical responsibilities, professional standards of the SR manager in the companies.* | *2* |
| *4* | *Topic 4. Formation of relations between employers and employees on the basis of social responsibility**Best labour practices and indicators of internal JI: domestic and foreign experience. Questions of professional ethics.**Best labour practices and indicators of internal JI: domestic and foreign experience. Additional elements of social protection of personnel as a component of internal social responsibility.* | *2* |
| *5* | *Topic 5. Formation of relations of the enterprise with external stakeholders on the basis of social responsibility**International initiatives and legislation of Ukraine in the field of consumer protection. Relationship between financial and non-financial risks. Principles of fair competition.**Principles of business culture of East and West. Strengthening and expanding moral values as a conscious social responsibility. Ways to resolve conflicts between major stakeholder groups* | *2* |
| *6* | *Topic 6. Environmental component of social responsibility**International and Ukrainian experience in implementing the principles of environmental responsibility of organizations.**Legislation of Ukraine on environmental protection. Efficiency from the introduction of environmentally friendly technologies and recycling.* | *2* |
| *7* | *Topic 7. Preparation of a non-financial report**International Standards for Reporting on Sustainable Development (GRI - Global Reporting Initiative). Features of social reporting of companies in Ukraine.**Construction of a JI communication system. Consultation of stakeholders at different stages of SR strategy development and implementation and feedback mechanism.* | *2* |
| *8* | *Topic 8. Evaluating the effectiveness of social responsibility**The concept of the triple result. Methods of assessing the business reputation of a socially responsible company.**Qualitative index of SR of a separate company, a separate feature and complex social activity of the surveyed set of enterprises (companies). Reasons that promote and hinder the disclosure of information on social investment and SR activities.* | *2* |
| *9* | *Topic 9. Strategic directions of social responsibility development in Ukraine**Increasing the transparency of Ukrainian companies as a direction of social responsibility development.**Practical application of international standards of corporate social responsibility in Ukraine. Principles and benefits of implementing quality programs and continuous improvement.* | *2* |
|  | *Modular control work* | *4* |
|  | *Abstract* | *2* |
|  | *Preparation for the test* | *15* |

# Policy and control

# The policy of the discipline (educational component)

**Attending classes**

Attendance at lectures, practical classes, as well as absence from them, is not evaluated. However, students are encouraged to attend classes because they teach theoretical material and develop the skills needed to complete a semester individual assignment. The grading system is focused on obtaining points for student activity, as well as performing tasks that are able to develop practical skills and abilities.

**Control measures missed**

The thematic task, which is submitted for inspection in violation of the deadline, is evaluated taking into account the penalty points.

**Procedure for appealing the results of control measures**

Students have the opportunity to raise any issue related to the control procedure and expect it to be addressed according to predefined procedures.

Students have the right to challenge the results of the control measures, but it is obligatory to explain, with which criterion they do not agree according to the assessment letter and / or comments.

**Calendar boundary control**

Intermediate attestation of students (hereinafter - attestation) is a calendar boundary control. The purpose of the certification is to improve the quality of student learning and monitor the implementation of the schedule of the educational process by students [[1]](#footnote-1).

|  |  |  |
| --- | --- | --- |
| Criterion | The first certification | The second certification |
| Term of certification | 8th week | 14th week |
| The condition for obtaining certifications is the current rating | ≥ 15 points | ≥ 30 points |

**Academic virtue**

The policy and principles of academic integrity are defined in Section 3 of the Code of Honour of the National Technical University of Ukraine " Igor Sikorsky Kyiv Polytechnic Institute". Read more: <https://kpi.ua/code>.

**Norms of ethical behaviour**

Norms of ethical behaviour of students and employees are defined in Section 2 of the Code of Honour of the National Technical University of Ukraine " Igor Sikorsky Kyiv Polytechnic Institute ". Read more: <https://kpi.ua/code>.

Inclusive education

The discipline "International Consulting" can be taught to most students with special educational needs, except for students with severe visual impairments who do not allow to perform tasks using personal computers, laptops and / or other technical means.

**Extracurricular activities**

Participation in conferences, forums, round tables, etc. is envisaged within the study of the discipline.

# Types of control and rating system for assessing learning outcomes (ALO)

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| --- |
| **Evaluation system** |

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| --- | --- | --- | --- | --- | --- |
| №  | Evaluation control measure | % | Weight score | Number | Total |
| 1. | Participation in discussions and additions at seminars | 15 | 3 | 5 | 15 |
| 2. | Execution of practical tasks | 25 | 5 | 5 | 25 |
| 3. | Modular control work | 10 | 10 | 1 | 10 |
| 4 | Abstract | 10 | 10 | 1 | 10 |
| 5.  | Test | 40 | 40 | 1 | 40 |
|  | Total | 100 |

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| **Semester certification of students** |

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| --- | --- |
| Mandatory condition for admission to the test | Criterion |
| 1 | Presentation of Calculation and graphic work | 6 ≤ RD ≤ 10 |
| 2 | Participation in discussions and additions to seminars | 9 ≤ RD ≤15 |
|  | Execution of practical tasks | 10 ≤ RD ≤25 |
| 3 | Modular control work | 6≤ RD ≤ 10 |
| 4 | Test | 30≤ RD ≤ 40 |
|  | Total | 60≤ RD ≤ 100 |

Table of translation of rating points to grades on a university scale [[2]](#footnote-2)

|  |  |
| --- | --- |
| Rating points, RD | Score foruniversity scale |
| 95 ≤ RD ≤ 100 | Perfectly |
| 85 ≤ RD ≤ 94 | Very good |
| 75 ≤ RD ≤ 84 | Fine |
| 65 ≤ RD ≤ 74 | Satisfactorily |
| 60 ≤ RD ≤ 64 | Enough |
| RD < 60 | Unsatisfactorily |
| Failure to comply with the conditions of admission | Not allowed |

# Additional information on the discipline (educational component):

* *Topics of abstracts are given in Appendix A.*

**Work program of the discipline (syllabus):**

Compiled by Professor, Ph.D. Oksana Okhrimenko

Approved by the Department of International Economics (protocol № 11 from 26.05.2021)

Approved by the Methodical Commission of the faculty (protocol № 10 from 15.06.2021)

*Appendix A*

**Topics of abstracts**

1. Historical stages of formation and development of models of social responsibility.

2. Social responsibility of transnational corporations.

3. Formation of the value chain on the basis of CSR.

4. Corporate social efficiency.

5. Corporate reputation and social efficiency.

6. Concepts of corporate CSR strategy.

7. CSR of subjects of foreign economic activity.

8. Factors in the development of social entrepreneurship.

9. Stakeholder cooperation in the context of CSR.

10. Attractiveness of corporate reputation for employees.

11. CSR-based risk management strategy.

12. Socially responsible environmental management.

13. Forms of partnership based on CSR.

14. Achieving sustainable development goals in the context of CSR.

15. Social audit.

16. The mechanism of functioning of social bonds.

17. Trends in the institutionalization of CSR.

18. The impact of CSR strategy on the financial condition of the company.

19. CSR and corporate brand: interaction and relationship.

20. Motivation in the implementation of CSR principles in the enterprise.

21. Formation of competitiveness of the enterprise on the basis of CSR.

22. Socially responsible investing.

1. Рейтингові системи оцінювання результатів навчання: Рекомендації до розроблення і застосування. Київ: КПІ ім. Ігоря Сікорського, 2018. 20 с. [↑](#footnote-ref-1)
2. Оцінювання результатів навчання здійснюється за рейтинговою системою оцінювання відповідно до рекомендацій Методичної ради КПІ ім. Ігоря Сікорського , ухвалених протоколом №7 від 29.03.2018 року. [↑](#footnote-ref-2)