



Syllabus Course Program



Business social responsibility and business social analysis

Specialty

072 – Finance, banking, insurance and stock market

Institute

Institute of Economics, management and international business

Educational program

Finance and Banking

Department

Accounting and finance (205)

Level of education

Master's degree

Course type

Mandatory

Semester

2

Language of instruction

English, Ukrainian

Lecturers and course developers



Irina Anatoliivna Yuryeva

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PhD in Economics, Associate Professor, Associate Professor of the Department of Accounting and Finance

Author and co-author of more than 287 scientific and methodological publications. Courses: "Social Responsibility", "Financial Security and Financial Risks", "Tax Planning and Tax Risks", "Information and Communication Support for Enterprise Management", "Business Performance Analysis and Business Models", "Taxation in Sectors of Economy", "Organisation and Methodology of Tax Audits".

[More about the lecturer on the department's website](#)



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Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Accounting and Finance (NTU "KhPI")

The author of more than 40 scientific and educational and methodical publications.

Leading lecturer on the courses: "Insurance", "Investment and innovation activity", "Social responsibility and business social analysis".

[Learn more about the teacher on the department's website](#)

General information

Summary

The course "Social Responsibility of Business and Business Social Analysis" develops the knowledge and skills necessary to implement the concept of social responsibility of business and business social analysis. The discipline is aimed at mastering the theoretical and methodological foundations of social

responsibility, business and social analysis in the organisation of accounting activities, their structure, patterns of management, research of effective management technologies, as well as methods of a rational system of social and labour resources management. on the use of principles, approaches and methods in the enterprise management system.

Course objectives and goals

To develop knowledge and skills of socially responsible aspects of business and implementation of business social analysis at the enterprise, taking into account their dynamics; to form a conceptual system of theoretical and practical issues on the basics of social responsibility of business analysis; to analyse students' skills and abilities for research work, independence and responsibility in teamwork

Format of classes

Lectures, practical work, independent work, consultations. The final control is an exam.

Competencies

GC 05 Ability to generate new ideas (creativity).

GC 09 Appreciation and respect for diversity and multiculturalism.

GC 10 Ability to act ethically (motives).

SC 01 Ability to generate and use accounting information to make effective management decisions at all levels of enterprise management to improve the efficiency, effectiveness and social responsibility of business.

SC 08 Ability to perform administrative and managerial functions in the field of activity of business entities, public sector bodies

Learning outcomes

PL 05 Master innovative technologies, justify the choice and explain the application of new methods of preparing and providing accounting information for the management needs of an economic entity

PL 07 Develop internal standards and forms of management and other reporting of business entities

PL 16 Conduct public business and scientific communications to solve communication problems in the state and foreign languages

Student workload

The total volume of the course is 90 hours (6 ECTS credits): lectures - 16 hours, Practical classes - 16 hours, self-study- 58 hours.

Course prerequisites

To successfully complete the course, you must have knowledge and practical skills in the following disciplines: Basics of scientific research, Insurance management.

Features of the course, teaching and learning methods, and technologies

Lectures are delivered interactively with the use of multimedia technologies. Practical classes use a project-based learning approach, game-based methods, and focus on the use of information technology in the study of the concept of corporate social responsibility and business social analysis. Training materials are available to students using Office 365 tools

Program of the course

Topics of the lectures

Topic 1. Theoretical aspects of social responsibility of business and business-social analysis. The essence of the concept of "social responsibility" and "business-social analysis". System of social responsibility. Levels of social responsibility. Models of social responsibility and business social analysis. Methodology of business-social analysis.

Topic 2. Peculiarities of social responsibility of man, state and society. Characteristics of state social standards and guarantees. International standard "Social responsibility" (SA8000). Approaches to social responsibility regulation at the micro and macro levels. Models of human interaction within the framework of social responsibility. State regulation of social responsibility relations.

Topic 3. Organizational and economic management of corporate social responsibility. The essence and specifics of corporate social responsibility Specifics of the internal corporate strategy. Characteristics of external corporate social responsibility. Concept of corporate policy of participation in society

Theme 4. Formation of relations between employers and employees on the basis of social responsibility. The mechanism of regulation of social and labor relations on the basis of responsibility. Formation of social responsibility of enterprise personnel. The current state and characteristics of social responsibility of entrepreneurial activity. Cooperation of business structures with non-governmental organizations.

Topic 5. Methods of business-social analysis. The concept of business-social analysis. The essence and goals of business-social analysis. The main stages of business social analysis.

Topic 6. Methodological foundations of business-social analysis. Data collection methods in business social analysis. Methods of data analysis in business social analysis.

Topic 7. Analysis of the impact of business on society. Methods of analyzing the impact of business on society. Social consequences of business activity.

Topic 8. Practical application of social business analysis. Examples of application of social business analysis. Prospects for the development of social business analysis

Topics of the workshops

Topic 1: Genesis of the concept of social responsibility.

Stages of the evolution of socially responsible management.

Topic 2. Factors in the formation of socially responsible management and business analysis.

Content of the lesson, if necessary.

Topic 3. Practical experience of CSR implementation. Understanding of corporate social responsibility by different groups of stakeholders

Topic 4. Legal framework and mechanism of social partnership. International standard "Social responsibility" (SA8000)

Topic 5. Conducting a study of business impact on society

Topic 6. HR functions in social business modelling

Topic 7: Perspective models and directions of social business analysis development

Topic 8: Practical application of the action plan in the concept of sustainable development

Topics of the laboratory classes

Laboratory work is not provided within the discipline.

Self-study

The course involves completing an individual task, namely writing an essay. The student chooses the topic of the essay independently from the list of methodological recommendations for the discipline. The result of independent work is the selection and disclosure of the research topic, which is drawn up in a written report. Students are also recommended additional materials (videos, articles) for independent study and analysis

Course materials and recommended reading

1. Socially competent management of corporations in the context of behavioural economics: [materials of the international scientific-practical conference (February 18, 2021)] / edited by O.M. Pavlova, K.V. Pavlov, L.V. Shostak, A.M. Lialiuk - Lutsk, 2021. 565 p.
2. Svyrydenko D., Terepyshchyi S. Media Literacy and Social Responsibility of Educators in the Conditions of Information War: The Problem Statement. *StudiaWarmińskie*, 2020, Vol. 57, pp. 75-83.
3. Defourny J. Conceptions of Social Enterprise and Social Entrepreneurship in Europe and the United States: Convergences and Divergences. *Journal of Social Entrepreneurship*. 2019. Vol. 1. No. 1 P. 32-53.
4. Terepyshchyi S., Khomenko H. Development of Methodology for Applying Non-Violent Conflict Resolution in Academic Environment. *Future Human Image*. 2019. Vol. 12. pp. 94-103.
5. Savchuk, V. K. Business-social analysis of enterprise development [Text] / V. K. Savchuk // State and prospects of the development of the accounting and information system in Ukraine: materials VI International. science and practice conf. [Ternopil: TNEU, 2020. - Vol. 1. - P. 215-216.
6. Pereverzieva A.V., OsaulA.O.. Analysis of social entrepreneurship and classical enterprise with social responsibility: advantages and disadvantages. № 3 (47) (2020): *Bulletin of Zaporizhzhia National University. Economic Sciences / Economics and Enterprise Management*.
7. Yurieva I.A., Hariayeva H.M. Social and labour relations and social partnership at the enterprise *Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (Economic Sciences) - Kh.*

8. Classification of social and labour relations and social partnership at the enterprise Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (Economic Sciences) - Kh. - P.36-39 - Bibliography: 9 titles - ISSN . 2519-4461
9. Formation of social innovations of activity in the context of social responsibility of the labour potential of the enterprise. Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (Economic Sciences) - Kh.
10. Yurieva I.A., Garyaeva G.M. International approaches to social and labour relations and business. Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (Economic Sciences) - Kh.
11. Yurieva I.A., Kochetova T.I. Financial and economic principles of survival of a crisis enterprise in the system of social responsibility Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (Economic Sciences) - Kh: B. (2022). - P.-44-47.
12. Yurieva I.A. Optimisation of the management apparatus in the system of social and labour relations Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (Economic Sciences) - Kh.
13. Yurieva I.A., Tatoryntseva Y.L., Nazarova T.Y. Influence of the development of social responsibility and sustainable digital marketing on the financial component of business processes in the digital economy Bulletin of the scientific journal "Acta Academiae Beregsasiensis, Economics", Issue 4 (2023) pp. 293-306

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% of the final grade consists of the results of the examination (40%) and the current assessment (60%). Examination: written assignment (2 questions on theory + problem solving) and oral presentation. Current assessment: 2 online quizzes and a review assignment (20% each).

Grading scale

Total points	National	ECTS
90-100	Excellent	A
82-89	Good	B
75-81	Good	C
64-74	Satisfactory	D
60-63	Satisfactory	E
35-59	Unsatisfactory (requires additional learning)	FX
1-34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

Date, signature

Head of the department
Oleksandr Manoylenko

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Guarantor of the educational program
Tatiana Nazarova

