

SOCIAL RESPONSIBILITY

COURSE SYLLABUS

Code and name of specialty	073 – Management	Institute	Institute of Education and Science in Economics, Management and International Business
Program name	Business Administration	Department	Management and Taxation
Type of program	Professional	Language of instruction	English

LECTURER

Olga Nashchekina, olga.nashchekina@khpi.edu.ua



PhD in Physics & Mathematics, Master’s degree in Management, Associate professor, Associate professor of the Management and taxation department (NTU “KhPI”)
Authored and co-authored over 100 scientific publications. Teaches courses: «Organization theory», «Decision making in business», «Managerial decisions», «Marketing management», «Business ethics and social responsibility», «Basics of scientific research»

GENERAL DESCRIPTION OF THE COURSE

Summary	The course examines the role of corporate social responsibility (CSR), an important concept of modern management, as a prerequisite of sustainable development and long-term success of a business. The course exposes students to the evolution of approaches to corporate social responsibility since 1950s till present and shows that the role of CSR has fundamentally changed over time from corporate philanthropy to becoming an inseparable part of corporate business models. The course also discusses the impact of globalization and international standards on the adoption of principles of CSR by domestic and international companies. The course also covers the issues related to CSR management within organizations
Course objectives	<ul style="list-style-type: none"> ● to introduce students to the multitude of approaches to corporate social responsibility; ● to familiarize students with the international standards and guidelines for CSR; ● to provide students with comprehensive knowledge of the principles of business ethics; ● to develop students’ ability to make ethical decisions in business; ● to enable students to identify, analyze, build communications and manage relationships with organizational stakeholders
Types of classes and control	Lectures, practical classes, paper. The course ends with a final test.
Term	5

Student workload (credits) / Type of course	5/ Elective	Lectures (hours)	32	Practical classes (hours)	32	Self-study (hours)	86
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Program competences	GC13. The appreciation and respect for diversity and multiculturalism. SC09. The ability to generate business ideas, justify their feasibility and forms of their implementation, present them to the stakeholders. SC10. The ability to work in a team and establish interpersonal interaction when solving professional tasks.
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Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO 01. To know one's rights and duties as a member of society, be aware of the values of civil society, the rule of law, human and citizen's rights and freedoms in Ukraine.	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), mid-term control (CAS), final test (FAS)
LO 02. To safeguard moral, cultural, scientific values and to contribute to the achievements of society, to use different types and forms of motor activity for maintaining a healthy lifestyle.	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS)
LO 03. To demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), mid-term control (CAS), final test (FAS)
LO 05. To describe the content of the functional areas of an organization	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), final test (FAS)
LO 07. To show the ability to design an organization	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS)
LO 09. To demonstrate interaction, leadership, and teamwork skills	Interactive lectures with presentations, discussion-based learning, case-based learning, student-peer feedback	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS)
LO 12. To assess the legal, social, and economic effects of an organization's activities	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), mid-term control (CAS), final test (FAS)
LO 13. To communicate in oral and written form in the official language of Ukraine and foreign languages.	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), mid-term control (CAS), final test (FAS)
LO 15. To show the ability to act in a socially responsible and conscientious way on the basis of ethical reasons (motives), respect for diversity and interculturalism.	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), mid-term control (CAS), final test (FAS)
LO 16. To demonstrate the ability for independent work, flexible thinking, openness to new knowledge, criticism	A paper (report) on a topic either not covered or partially covered in the course, case-based learning, discussion-based learning, student-peer feedback	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), presentation of the paper (CAS)
LO 17. To carry out research individually and/or in a group under the direction of a leader.	A paper (report) on a topic either not covered or partially covered in the course, case-based learning, discussion-based learning, student-peer feedback	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), presentation of the paper (CAS)

LO1.1. To be able to justify the selection of effective tools for motivating organizational personnel.

Interactive lectures with presentations, discussion-based learning, case-based learning

Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS)

ASSESSMENT AND GRADING

Range s of points corres pondi ng to grades	core (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points
	90-100	A	excellent	
	82-89	B	good	
	74-81	C		
	64-73	D	satisfactory	
	60-63	E		
	35-59	FX	Unsatisfactory (with the exam retake option)	
	0-34	F	Unsatisfactory (with mandatory repetition of the course)	

100% Final grade is the result of the Final assessment (25%) and Continuous assessment (75%).
25% Final assessment: Final test
75% Continuous assessment:

- 35% individual written assignments;
- 10% paper
- 15% mid-term control (an open-question test);
- 15% participation in class discussions

Course policy

Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students will be required to submit all assignments to make up for the missed classes. Students are also expected to come to class having read all the required material and being ready to productively participate in the class discussions. Written assignments should be submitted before the specified deadlines.

COURSE STRUCTURE AND CONTENT

Lecture	Content	Practical	Content	Study
Lecture 1-2	Introduction to business ethics	Practical 1-2	Principles of business ethics. Codes of business conduct and ethics.	Analyzing cases related to business ethics, proposing one's own solutions and justifying them within the framework of the studied ethical approaches (deontological, teleological) and types of justice (distributive, retributive etc.); analyzing the code of ethics of a chosen company. Analyzing the externalities and the social cost for a chosen type of economic activity; case study on trust abuse; analyzing data on the economic might of states vs that of corporations Compiling a table with definitions of CSR and performing comparative analysis; comparing Carroll's pyramid with the three-domain model; getting familiar with ISO 26000 guidance on social responsibility Writing an essay on M. Friedman's and T. Leavitt's views on social responsibility of business; writing an essay summarizing main ideas of M. Porter and M. Kramer's "Creating Shared Value" article. Learning about K. Davis's model of CSR; comparing concepts of shared value and integrated value; case study.
Lecture 3	The meaning of responsibility, social responsibility and corporate social responsibility (CSR).	Practical 3	Social responsibility of individuals, organizations, state and supranational entities.	
Lecture 4-5	The evolution of the CSR concept	Practical 4-5	The milestones in the evolution of CSR. Carroll's pyramid.	
Lecture 6-7	The instrumental approach to CSR	Practical 6-7	Strategic philanthropy and creating shared value	
Lecture 8	The political approach and the integrative approach to	Practical 8	The corporate citizenship. Creation of integrated value	

	CSR			
Lecture 9-10	Stakeholder management	Practical 9-10	Classifications of stakeholders. Principles of stakeholder management	Defining materiality topics for a given company and its stakeholders; building a materiality matrix; learning about the purpose of AA1000 Series of Standards, their structure and issues addressed
Lecture 11	Sustainable development	Practical 11	The UN Global Compact. The sustainable development goals	Writing an essay on the implementation of the sustainable development goals for a given company
Lecture 12	Responsibility towards employees	Practical 12	Dimensions of a company's responsibility towards employees	Case study; formulating the goals of SA 8000 standard and describing the issues addressed by the standard
Lecture 13	Responsibility towards customers	Practical 13	Dimensions of a company's responsibility to customers	Case studies; getting familiar with the Laws of Ukraine "On Consumer Rights Protection" and "On Advertising" (or analogous laws of international students' home countries); choosing one of the international fair trade organizations, examining its website, writing a summary about its activities
Lecture 14	Responsibility towards society	Practical 14	Dimensions of a company's responsibility toward a larger society. Environmental impact of organizations.	Case studies; formulating the goals of ISO14000 family of standards and describing the issues addressed by the standards; watching a video on electronic waste dumps and writing a short summary
Lecture 15	Communications in the CSR sphere. Sustainability reporting	Practical 15	The content of sustainability reports. International standards on sustainability reporting.	Getting familiar the GRI standards and integrated reporting framework; analyzing the website of a given company and writing a review on the completeness of information, strengths and weaknesses of CSR (sustainability) reports
Lecture 16	The assessment of CSR performances.	Practical 16	Measuring a company's social impact. The effect of CSR on financial performances	Getting familiar with CSR indices and reputation rankings

RECOMMENDED READING

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1. Jimenez, G. C., & Pulos E. (2016). *Good Corporation, Bad Corporation*. Corporate Social Responsibility in the Global Economy / Open SUNY Textbooks, 2016, 235 p.
2. Camilleri, M. A. (2017). *Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies* / Springer, 207 p.
3. Byars, S. M., & Stanberry, K. (2018). *Business Ethics* / Openstax, Rice University, 377 p.
4. Simpson, J., & Taylor J. (2013). *Corporate Governance, Ethics and CSR* / Kogan Page, 296 p.

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1. Колот, А. М., Грішнова, О. А., Герасименко, О. О., та ін. (2015). *Соціальна відповідальність: навч. посібник* / за заг. ред. А. М. Колота. Київ: КНЕУ, 519 с.
2. Охріменко, О. О., Іванова, Т. В. (2015) *Соціальна відповідальність: навч. посібник* / Нац. техн. ун-т України «Київський політехн. ін-т», 180 с.
3. Матушкіна, М. В. (укладач) (2017). *Корпоративна соціальна відповідальність* : навч. Посібник. Старобільськ, 201 с.
4. Crowther, D., & Aras, G. (2008). *Corporate Social Responsibility* / BookBoon, 144 p.

Academic integrity

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity of NTU “KhPI”.

The content of this syllabus is consistent with the Social Responsibility course program.