# SOCIAL RESPONSIBILITY

COURSE SYLLABUS

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| **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** |
| **Type of program** | **Educational and 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 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

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| **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 until 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** | • to introduce students to the multitude of approaches to corporate social responsibility;<br>• to familiarize students with the international standards and guidelines for CSR;<br>• to provide students with comprehensive knowledge of the principles of business ethics;<br>• to develop students' ability to make ethical decisions in business;<br>• to enable students to identify, analyze, build communications and manage relationships with organizational stakeholders |
| **Types of classes and control** | Lectures, practical classes, individual assignment. The course ends with a final test. |
| **Term** | 5 |

| **Student workload (credits) / Type of course** | 5/ Elective | **Lectures (hours)** | 32 | **Practical classes (hours)** | 16 | **Self-study (hours)** | 102 |
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| **Program competences** | GC13. Appreciation and respect for diversity and multiculturalism<br>SC09. The ability to generate business ideas, justify their feasibility and forms of their implementation, present them to the stakeholders<br>SC10. The ability to work in a team and establish interpersonal interaction when solving professional tasks. |

| Learning outcomes | Teaching and learning methods | Forms of assessment (continuous assessment CAS, final assessment FAS) |
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| 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 10. 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) |
| LO16. 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

| Ranges of points corresponding to grades | Score (points) for all types of learning activities | ECTS grading scale | The national grading scale | Allocation of grade points | 100% Final grade is the result of the Final assessment (25%) and Continuous assessment (75%). |
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| | 90-100 | A | excellent | | **25% Final assessment**: Final test |
| | 82-89 | B | good | | **75% Continuous assessment:** |
| | 74-81 | C | | | • 35% individual written assignments; |
| | 64-73 | D | satisfactory | | • 10% paper |
| | 60-63 | E | | | • 15% mid-term control (an open-question test); |
| | 35-59 | FX | Unsatisfactory (with the exam retake option) | | • 15% participation in class discussions |
| | 0-34 | F | Unsatisfactory (with mandatory repetition of the course) | | |

| 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. |
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## COURSE STRUCTURE AND CONTENT

| Lecture 1-2 | Introduction to business ethics | Practical 1 | Principles of business ethics. Codes of business conduct and ethics. | Self-study | 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. |
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| Lecture 3-5 | The meaning of responsibility, social responsibility and corporate social responsibility (CSR). The evolution of the CSR concept | Practical 2-3 | Social responsibility of individuals, organizations, state and supranational entities.<br>The milestones in the evolution of CSR. Carroll's pyramid. | | 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<br>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 |
| Lecture 6-8 | The instrumental approach to CSR<br>The political approach and the integrative approach to CSR | Practical 4 | Strategic philanthropy and creating shared value<br>The corporate citizenship. Creation of integrated value | | 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 9-10 | Stakeholder management | Practical 5 | 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 |

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| **Lecture 11** | Sustainable development | **Practical 6** | 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 | | 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 7** | Dimensions of a company's responsibility to customers. Dimensions of a company's responsibility toward a larger society. Environmental impact of organizations. | 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 | | | 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 8** | The content of sustainability reports. International standards on sustainability reporting. Measuring a company's social impact. The effect of CSR on financial performances | 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. | | | Getting familiar with CSR indices and reputation rankings |

## RECOMMENDED READING

**Required**

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

**Additional**

1. Соціальна відповідальність : навч. посіб. / [А. М. Колот, О. А. Грішнова, О. О. Герасименко та ін.] ; за заг. ред. д.е.н., проф. А. М. Колота. — К. : КНЕУ, 2015. — 519 с.
2. Охріменко О.О., Іванова Т.В. Соціальна відповідальність. – Навч. посіб. – Національний технічний університет України «Київський політехнічний інститут». – 2015. –180 с.
3. Корпоративна соціальна відповідальність : навч. посіб. / Укладач: М.В. Матушкіна. – Старобільськ, 2017. – 201 с.
4. Crowther D., Aras G. Corporate Social Responsibility / BookBoon, 2008. – 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.