

Syllabus Course Program



SOCIAL-ENGINEERING ACTIVITY IN THE BUSINESS SPHERE

Specialty

054 - Sociology

Institute

Institute of Social and Humanitarian Technologies

Educational program

Sociological support of economic activity

Department

Sociology and Public Administration (305)

Level of education

Master's level

Course type

Special (professional), Selective

Semester

2

Language of instruction

English, Ukrainian

Lecturers and course developers



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Doctor of Sociology, Professor, Associate Professor of Sociology and Public Administration Author of 120 scientific and methodological works, including three individual monographs and textbooks. Lecturer in disciplines: "Mathematical Methods in Sociology", "Workshop on Analysis of Sociological Data", "Computer Technologies for Organization of Sociological Disciplines", "Technologies of Social Design", "Methods of Multidimensional Analysis of Sociological Data". Work experience - 33 years, etc.

[More about the lecturer on the department's website](https://web.kpi.kharkov.ua/sp/profesors-ko-vikladats-kij-sklad/)

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General information

Summary

As a result of studying the discipline "SOCIAL-ENGINEERING ACTIVITY IN THE BUSINESS SPHERE", students develop the ability to design social technologies, develop and present social projects in the course of sociological support of economic activity.

Course objectives and goals

Mastering the methodological and methodical foundations of social-engineering activity in the business sphere and the features of the technologies of its implementation.

Format of classes

Lectures, practical classes, independent work, consultations. Final control in the form of an test.

Competencies

SC03. Ability to design and fulfill sociologic research, to develop and substantiate their methodology.

SC04. Ability to collect and analyze empirical data with the use of present-day sociologic research methods and digital technologies.

SC07. Ability to design and evaluate social projects and programs.

Learning outcomes

PR03. To develop and implement social and interdisciplinary projects with accounting for social, economic, legal, environmental, and other aspects of social life.

PR04. To apply scientific knowledge, sociological and statistical methods, digital technologies, specialized software for solving complex tasks in sociology and conterminal knowledge areas.

PR09. To plan and carry out scientific research in the field of sociology, to analyze its outcomes and substantiate the conclusions.

Student workload

The total volume of the discipline is 120 hours (4 credits ECTS): lectures - 32 hours, practical classes - 16 hours, independent work - 72 hours.

Course prerequisites

Sociologic support of economic activities, Internet-based research of economic activities, Theoretical sociology of the XXI century, Philosophy of economic activity

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

During the practical classes of the academic discipline, it is envisaged to explain the algorithm of performing practical tasks and their working out. The following methods of learning are used: explanatory-illustrative; reproductive (working out certain algorithms of data analysis); partially-search or heuristic method (when performing individual tasks). Project-based learning, gamification, attention to the use of information technologies in the organization of sociological research are used in practical classes: project and team work, peer-to-peer, cases.

Program of the course

Topics of the lectures

Topic 1-2. Social engineering as a branch of applied science

The history of development of the theory and practice of social management. The special role of socio-engineering is acquired as an activity aimed at rational creation of perspectives, at the turn of the centuries. The stages of development of social engineering as an independent science begin in the middle of the XX century. Principles and functions of socio-engineering, types of socio-engineering activity. The features of the sociologist's work in the socio-engineering sphere are manifested in connection with the possibility of forming new approaches in the management of social processes, the use of social technologies.

Topic 3-4. Methodology of social-engineering activity.

System approach as one of the fundamental paradigms of social engineering: principles, categories and concepts. Features of application of system methodology in diagnostics of social objects and construction of perspectives of their development. Genesis of the concept of system in sociological theories. Specificity of system methodology and system analysis in describing social objects: their advantages and disadvantages. The special role of the state of activity systems and the strategy of managing social systems. The role and place of synergetics in modern science, the specificity of its application in social sciences. The special influence of synergetics in the differentiation of reductionist and holistic approaches to describing social development. Genesis and structure of synergetics as a scientific approach and a way of knowing social reality. The interrelation of macroscopic, microscopic and stochastic approaches in synergetics. Modern approaches to the analysis of complex self-organizing systems from the point of view of synergetic approach. Models of self-organization in the sciences of man and society.

Topic5-6. The place and role of social forecasting in the system of social-engineering activity

Social forecasting as a social technology. Criteria for typologization of social forecasts. Methods of constructing social forecasts. Modeling as one of the ways of creating and verifying social forecasts. Crisis of society at the civilizational and national level as a space for constructing social forecasts. Specificity of

predictive search. Stages of social forecasting. Main sources of obtaining information about the object and methods of forecasting. Efficiency of social forecasts.

Topic 7-8. Target forecasting - an additional way of social forecasting

Normative method in planning. The main task of the normative forecast. Logic of the normative forecast. Difficulties in goal setting. Manifestation of the mechanism of achieving the goal. Different levels of goal setting: optimization, normalization and idealization. Construction of a tree of goals with vertices: ideal - optimum - norm. Methodological and methodical features of each level. Logic of goal setting. System of social goals of global scale. Choice of optimal paradigm during forecasting of target level. Primary model and target analysis. Idealization and ideal, optimization and optimum, normalization and norm - the main means of forecasting social objects in the perspective of target situations. Trend models, method of developed groups, creation of logical boundaries, balance method, social order - specific means of normative forecast.

Topic 9-10. The essence of social design.

Design as a form of scientific prediction and social management. Components of the design process. History of the emergence of social design. Interrelation of social construction and social design. Social design as a social technology. Types of social design. Methodological foundations and methods of social design. Social design as a social technology. Features of manifestation of theoretical-methodological and applied character of social design as a social technology. Different approaches in defining the essence of social design. Directions of development of social design as a special social theory. Types of social design. Methodological foundations and methods of social design. Specific methods of social design. Possibilities of empathy method in the course of social design implementation. The place and role of social environment in creating and implementing social project. Syntectics method as a mechanism of implementing multivariate social design. Means of social design. Stages of social design. Social design in the management system. Cyclicity of social design.

Topic 11-12. Modern paradigms of world social projects

Existing paradigms of development of the external world. World examples of development of world civilizational projects. Global problems as a methodological basis for searching for ways of world development. G. Mesarovic, E. Pestel, Forrest-Meadows, J. Tinbergen - different theories of global design. American, Swiss and Soviet practice of global search. Modern global crisis of humanity is largely caused by the traditional concept of progress. Project of models of world order - modern forecast of global modeling. Club of Rome - world organization for identification and analysis, design of global problems and trends of development of humanity and the world. Structure of the club, its founders and members, reports of the Club of Rome, their influence on social civilizational processes.

Topic 13-14. Organization of creation and use of social technologies

Features of mastering social technologies. Theory of "human capital" in the development of theories of social technologies and social engineering. Theoretical and methodological approaches in revealing the essence of the concept "Social technology". The essence of modern social technologies and features of their application in modern social space. Mechanisms of mastering social technologies: experience of developed countries. Features of conducting and disseminating the results of social experiment in the technological process depending on its type, tasks and purpose of research. Variety of representations of the definition "social experiment" from the point of view of social management. The essence of the concept "Social experiment" in modern sociological theory. Problems of using social experiment within the framework of the theory of social technologies. Possibilities of using modeling as a social technology. Verification of the results of social-technological experiment. Necessity of integration of concepts "innovation" and "social experiment". The concept of imitation in mastering social space in the course of socio-engineering activity.

Topic 15-16. Features of using social technologies in the economic sphere

Relevance of technologization of processes of social personnel management. Necessity of using communicative strategies in the course of implementation of social management technologies. Features of application of communicative strategies in advertising, ideology, public relations, image making, social and cultural design. Types of communicative strategies. Modern approaches in personnel management, technologization of these processes. Managerial factors of success of implementation of social technologies of personnel management. Communicative strategies in the system of social technologies. Management in

exceptional cases, management based on "artificial intelligence" and management based on activation of personnel activity - some of the internal technologies of personnel management. Leasing of personnel - an example of external technology of personnel management. Dynamics of mastering managerial

Topics of the workshops

Topic1. Social engineering as a branch of applied science

The history of development of the theory and practice of social management. Stages of development of social engineering as an independent science. Features of the sociologist's work in the socio-engineering sphere..

Topic2. Methodology of social-engineering activity

Features of system methodology. Genesis of the concept of system. System methodology and system analysis. State of activity systems. Strategy of managing social systems. Role and place of synergetics in modern science. Modern approaches to the analysis of complex self-organizing systems.

Topic3. The place and role of social forecasting in the system of social-engineering activity

Social forecasting as a social technology. Criteria for typologization of social forecasts. Methods of constructing social forecasts.

Topic 4. Target forecasting - an additional way of social forecasting

The essence of the target forecast. Methods of forecasting target situations. Methodology of constructing target forecasts.

Topic 5. The essence of social design

Design as a form of scientific prediction and social management. Components of the design process. History of the emergence of social design. Interrelation of social construction and social design.

Topic 6. Modern paradigms of world social projects

World problems as a methodological basis for social design. History of creation and work of the Club of Rome. Reports and projects of the Club of Rome. Specificity of projects of global development. Project of models of world order.

Topic 7. Organization of creation and use of social technologies

Features of mastering social technologies. Theory of "human capital". Theoretical and methodological approaches in revealing the essence of the concept "Social technology". Mechanisms of mastering social technologies: experience of developed countries. New realities of social technologization in Ukraine.

Topic 8. Features of using social technologies in the economic sphere

Relevance of the problem of technologization of processes of social personnel management. Features of application of communicative strategies in advertising, ideology, public relations, image making, social and cultural design. Management in exceptional cases, management based on "artificial intelligence" and management based on activation of personnel activity - some of the internal technologies of personnel management. Leasing of personnel - an example of external technology of personnel management.

Topics of the laboratory classes

Lab work is not provided.

Self-study

Independent work for the course consists of independent study by students of topics and questions that are not taught in classes, performing individual tasks. Students are also recommended additional materials (videos, articles) for independent study and analysis.

Course materials and recommended reading

Compulsory materials

1. [Phillip A. Laplante](https://www.taylorfrancis.com/books/mono/10.1201/9781003129509/requirements-engineering-software-systems-phillip-laplante-mohamad-kassab), Mohamad Kassab *Requirements Engineering for Software and Systems* // <https://www.taylorfrancis.com/books/mono/10.1201/9781003129509/requirements-engineering-software-systems-phillip-laplante-mohamad-kassab>
2. [Nabie Y. Conteh](#), Paul J. Schmick. *Cybersecurity Risks, Vulnerabilities, and Countermeasures to Prevent Social Engineering Attacks*//[Ethical Hacking Techniques and Countermeasures for Cybercrime Prevention 2021](#) // DOI: 10.4018/978-1-7998-6504-9.ch002
3. Alexander Kossiakoff, Steven M. Biemer, Samuel J. Seymour, David A. Flanigan. *Systems Engineering Principles and Practice*
4. [Christopher D. Wickens](#), [William S. Helton](#), [Justin G. Hollands](#), [Simon Banbury](#). *Engineering Psychology and Human Performance*. 2021/DOI <https://doi.org/10.4324/9781003177616>

Assessment and grading

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

100% of the final grade consists of the results of assessment in the form of a credit (20%) and current assessment (80%). Credit: performing a calculation task and oral report. Current assessment: 8 online tests by topics (40%), individual task (20%) and control work (20%)

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

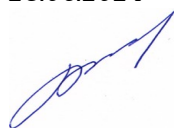
The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, 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
28.06.2024



Head of the department
Vladimir MOROZ

Date, signature
27.08.2024



Guarantor of the educational program
Nadia Shanidze

