



## Syllabus Course Program



# Social responsibility and business ethics

### Specialty

073 – Management

### Institute

Institute of Education and Science in Economics, Management and International Business

### Educational program

Business administration (in English)

### Department

Management (204)

### Level of education

Master's level

### Course type

Mandatory, general training

### Semester

2

### Language of instruction

English

## Lecturers and course developers



### Olga Nashchekina

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PhD in Physics & Mathematics, Master's degree in Management, associate professor, associate professor of Management department

Authored and co-authored over 130 scientific publications. Teaches courses: «Organization theory», «Managerial decisions», «Marketing management», «Social responsibility and business ethics», «Methodology of scientific research»

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## General information

### Summary

The course introduces students to ethical reasoning in business related situations and principles of business ethics, examines the role of corporate social responsibility (CSR) in long-term success of a company and sustainable development. The course exposes students to the evolution of approaches to corporate social responsibility since 1950s until present and shows that the meaning of CSR has fundamentally changed over time from corporate philanthropy unrelated to the company's business to an inseparable part of corporate business models. The course discusses the impact of globalization and international standards on the adoption of principles of CSR by global and local companies. The course also covers the issues related to CSR management within organizations

### Course objectives and goals

- to develop students' ability to make ethical decisions in business;
- to provide students with comprehensive knowledge of the principles of business ethics;
- to introduce students to the multitude of approaches to corporate social responsibility and multidimensionality of this phenomenon;
- to familiarize students with the international standards and guidelines for CSR;
- to enable students to identify, analyze, build communications and manage relationships with organizational stakeholders

## Format of classes

Lectures, workshops, self-study. The course ends with a final exam

## Competencies

GC05. The ability to act on the basis of ethical considerations (motives)

GC06. The ability to generate new ideas (creativity)

SC01. The ability to choose and use relevant management concepts, methods and tools, in particular those corresponding to the set goals and international standards

## Learning outcomes

LO06. To possess the skills in making, justifying, and ensuring the implementation of managerial decisions under unpredictable conditions, taking into account the requirements of the current legislation, ethical considerations and social responsibility

LO07. To organize and carry out effective communications within the team, with representatives of various professional groups and in the international context

## Student workload

The total volume of the course is 90 hours (3 ECTS credits): lectures - 16 hours, workshops - 16 hours, self-study - 58 hours.

## Course prerequisites

Before studying this course, students are expected to have completed the course "Management of organizations"

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

Interactive lectures with presentations, discussion-based learning, multiple-choice tests, writing a paper (essay) on a topic not covered or partially covered in the course with subsequent presentation of the paper in class, student-peer feedback

## Program of the course

### Topics of the lectures

#### Topic 1. Business ethics

1. The concept and principles of business ethics 2. Ethical theories. 3. Approaches to ethical decision making. 4. Codes of business conduct and ethics. 5. Business ethics and organizational culture.

#### Topic 2. Evolution of the concept of corporate social responsibility (CSR). CSR theories.

1. The concepts of responsibility and social responsibility. 2. Economic phenomena underlying the need for CSR. 3. Definitions of CSR. 4. Evolution of the concept of CSR. 5. Levels of CSR. 6. CSR theories. 7. Dimensions of CSR.

#### Topic 3. The instrumental approach to CSR

1. Instrumental theories of CSR. 2. M. Friedman's views on CSR. 3. Strategic philanthropy. 4. The concept of creating shared value. 5. Social entrepreneurship.

#### Topic 4. The integrative and ethical approaches to CSR

1. Integrative theories of CSR. 2. Stakeholder management. 3. Materiality analysis. 4 Ethical theories of CSR. 5. Normative stakeholder theories. 6. The UN Global Compact.

#### Topic 5. Sustainability. Sustainable development

1. Definitions of sustainability and sustainable development. 2. Triple bottom line. 3. The UN sustainable development goals. 4. Sustainable economic trends.

#### Topic 6. Social responsibility towards employees and customers

1. The dimensions of social responsibility of a company towards its employees 2. SA 8000 - Social Accountability Certification. 3. The dimensions of social responsibility towards customers. 4. Ethical marketing. 5. Sustainable production and marketing strategies.

#### Topic 7. Environmental responsibility

1. Dimensions of a company's environmental responsibility. 2. Climate change: international initiatives, net-zero transition. 3. Sustainable waste management. 4. Environmental impact of organizations. 5. The concept of green office.

#### Topic 8. Communications in the CSR sphere. CSR/sustainability reporting

1. The importance of CSR-related communications. 2. The assessment of CSR performances. 3. The content of sustainability reports. 4. Trends in CSR reporting. 5. Reporting frameworks. 6. Assurance of CSR/sustainability reports.

### Topics of the workshops

#### Topic 1. Business ethics

1. Ethics vs etiquette. 2. Ethical dilemmas. 3. Codes of business conduct and ethics. 4. Case studies on business ethics. 5. Discussion of the reading assignment (an article)

#### Topic 2. Evolution of the concept of CSR. CSR theories.

1. The role of corporations in modern society. 2. The evolution of the concept of CSR and CSR practices. 3. Approaches to adaptation of corporate behavior to social needs. 4. A. Carroll's pyramid. 5. Discussion of the reading assignment (an article).

#### Topic 3. The instrumental approach to CSR

1. Responsibility of corporate management to shareholders. 2. Strategic philanthropy: improving the competitive context. 3. The concept of creating shared value: discussion of the reading assignment (an article). 4. Cause marketing.

#### Topic 4. The integrative and ethical approaches to CSR

1. Classifications of stakeholders. 2. AccountAbility's AA1000 Series of Standards. 3. Identification of material topics. Materiality matrices. 4. Fair Trade. 5. Discussion of the reading assignment (an article). 6. Case study.

#### Topic 5. Sustainability. Sustainable development

1. The differences between the concepts of CSR and sustainability. 2. Sustainable development goals and wicked problems. 3. Sustainable economic trends. 4. Discussion of the reading assignment (extracts from a book).

#### Topic 6. Corporate digital responsibility

1. Definitions of corporate digital responsibility. 2. Digital ethics. 3. Ethics and artificial intelligence. 4. Green IT.

#### Topic 7. Institutionalization of CSR

1. The major aspects and manifestations of the institutionalization of CSR. 2. International standards as guidances for CSR management (ISO26000, ISO14000, EMAS, SA8000). 3. Certification for international standards.

#### Topic 8. Measuring CSR performances. CSR reporting

1. Frameworks for measuring the impact of organizations. 2. International standards on CSR/sustainability reporting. 3. Assessment of CSR reports of global and local companies.

### Topics of the laboratory classes

No laboratory classes

### Self-study

Watching videos; reading articles by M. Friedman, M. Porter and M. Kramer and others; reading cases and preparing for class discussions.

A paper (essay) on a topic not covered or partially covered in the course. The paper size is 15 to 20 pages. Students are expected to make a 7 to 10 minute presentation of the paper in class and answer questions.

A 10-page long written assignment on the assessment of the CSR performance of a selected company based on the company's CSR reports

## Course materials and recommended reading

1. Becker C.U. Business Ethics Methods and Application / New York : Routledge, 2019. - 200 p.
2. Byars S.M., Stanberry K. Business Ethics / Openstax, Rice University, 2018. – 377 p.
3. van Tulder R. Business & The Sustainable Development Goals: A Framework for Effective Corporate Involvement / Rotterdam School of Management Positive Change Series, 2018. - 123 p.
4. Ditlev-Simonsen C. D. A Guide to Sustainable Corporate Responsibility: From Theory to Action / Palgrave Macmillan, 2022. – 274 p.
5. Poff R. Fundamentals of Business, 4th Edition, Blacksburg: Pamplin College of Business, 2023. <https://doi.org/10.21061/fundamentalsofbusiness4e> (Chapter 4. Ethics and social responsibility. P. 50-84).
6. Jimenez G. C., Pulos E. Good Corporation, Bad Corporation. Corporate Social Responsibility in the Global Economy / Open SUNY Textbooks, 2016. - 235 p.
7. Camilleri M. A. Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies / Springer, 2017. – 207 p.
8. Simpson J., Taylor J. Corporate Governance, Ethics and CSR / Kogan Page, 2013. -296 p.
9. Carroll A.B. Corporate Social Responsibility: Perspectives on the CSR Construct's Development and Future // Business & Society. - 2021. - Vol. 60(6). - P.1258-1278.
10. van Zanten JAP., van Tulder R. Improving companies' impacts on sustainable development: A nexus approach to the SDGS // Business Strategy and the Environment. - 2021. -Vol. 30 (8). - P. 3703-3720.
11. Principles of Sustainable Business. Frameworks for corporate action on the SDGs. URL: <https://www.principlesofsustainablebusiness.nl/>
12. McKinsey Sustainability. Insights on Sustainability. URL: <https://www.mckinsey.com/business-functions/sustainability/our-insights>
13. 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.
14. Nashchekina O. M., Koptieva H. M., Tymoshenkov I. V. The impact of CSR on financial performance: controversial empirical evidence and reasons behind it. // Вісник Національного Технічного Університету "Харківський Політехнічний Інститут" (економічні науки). -2023. - № 1. - P. 73–78. <https://doi.org/10.20998/2519-4461.2023.1.73>
15. Nashchekina O. M., Nwafor F. N., Tymoshenkov I. V. Aligning the Interests of Business and Society: Shared Value, Integrated Value, and Corporate Social Responsibility // Бізнес Інформ. - 2020. - № 10. - С. 349-361.

## Assessment and grading

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

100% final grade is composed of

- 25 % - the final exam (two theoretical questions and one practical task)
- 75 % - continuous assessment, which includes:
  - two multiple choice tests (30%)
  - an individual written assignment (paper) and its presentation in class (30%);
  - an individual assignment on the assessment of CSR performance of a selected company (15%)

A regular meaningful participation in class discussions can substitute for the final exam (25%)

### 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



Head of the department  
Olena PROKHORENKO

August 28, 2024

Guarantor of the educational  
program



Pavlo BRIN

August 28, 2024