



Syllabus of the course
«Communications and social responsibility»

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>Third (educational and scientific) PhD</i>
Course status	<i>Elective</i>
Language	<i>English</i>
Term	<i>1st academic year, 1st semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 20 hours Practical studies (seminars) – 20 hours Laboratory studies – 0 hours Self-study – 110 hours</i>
Assessment system	<i>Grading</i>
Department	<i>Management and Business department, room 210 (main block), Web page: https://www.kmib.hneu.edu.ua</i>
Teaching staff	<i>Sergii Vasylyk, PhD, Associate Professor</i>
Contacts	<i>sergii.vasylyk@hneu.net</i>
Course schedule	<i>Lectures: due to timetable Practicals: due to timetable</i>
Consultations	<i>At the Management and Business department, off-line; due to timetable of consultations, personal</i>

Learning objectives and skills:

is to acquire the theoretical and methodological foundations of communications, social responsibility and acquire practical skills in organizing and analyzing the company's corporate social responsibility.

Course content

Content module 1. The essence and objectives of social responsibility

Topic 1. Social responsibility as a factor of sustainable development

Topic 2. Strategic directions of social responsibility development

Topic 3. Social responsibility and communications in management system

Content module 2. Tools and communications on social responsibility

Topic 4. Employee relations on the basis of social responsibility

Topic 5. External dimension of social responsibility

Topic 6. Environmental component of social responsibility

Topic 7. Evaluation of social responsibility efficiency

Teaching environment (software)

Multimedia projector; S. Kuznets PNS, Corporate Zoom system

Learning forms and methods

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points.

Current control includes the following control measures: presentation, testing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.



Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program