

**PJSC “Higher Educational Institution  
“INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT”**



***SYLLABUS***  
*of the academic discipline*

**SOCIAL RESPONSIBILITY OF BUSINESS**

<b>Level of higher education:</b>	first (bachelor's) level
<b>Field of knowledge:</b>	D Business, Administration and Law
<b>Specialty:</b>	D3 Management
<b>Study program:</b>	Management

**General information about the academic discipline**

Name of the academic discipline	Social responsibility of business
Code and name of the specialty	D3 Management
Level of higher education	First (bachelor's) level
Discipline status	Compulsory
Number of credits and hours	3 credits/90 hours Lectures: 14 hours Practical classes: 28 hours Independent work: 48 hours
Terms of study of the discipline	6 semester
Language of instruction	Ukrainian
Final control type	pass/fail (credit)

**General information about the instructor. Contact information.**

Full name of the instructor	
Academic degree	
Position	
Areas of scientific research	
Links to the registers of identifiers for scientists	
Contact information	
E-mail:	
Department phone	
Instructor’s portfolio on the website	

**Discipline’s description.**

The course “Social responsibility of business” is devoted to the study of concepts, principles and practices that help companies integrate social and environmental aspects into their activities. Students will learn about theoretical approaches to corporate social responsibility (CSR), ethical business standards, and methods for assessing the impact of a company's activities on society and the environment. The course involves analysing real-life cases and developing practical recommendations for implementing CSR in business processes.

**The subject of the discipline:** study of the principles, models and tools of corporate social responsibility, as well as their application in the practical

activities of enterprises in various sectors of the economy.

**The aim of the discipline** is to provide students with a systematic understanding of corporate social responsibility and the ability to apply CSR principles to improve the efficiency of enterprises and their positive impact on society and the environment.

**The objectives of the discipline:**

1. To familiarise students with the theoretical foundations and history of corporate social responsibility.
2. To study international and national CSR standards, codes of ethics and reporting.
3. Develop skills in analysing the impact of business on social, economic and environmental processes.
4. To develop practical competencies in the development and implementation of social responsibility programmes in companies.
5. To teach students to evaluate the effectiveness of social projects and formulate recommendations for improving business processes with social responsibility in mind.

**Prerequisites for the discipline:**

The study of the academic discipline “Social responsibility of business” is based on the knowledge and skills acquired by students in the following disciplines “Marketing”.

**Post-requisites for the discipline:**

The knowledge, skills and competences acquired within this discipline form the basis for studying the disciplines: “Fundamentals of Business Management” and “Motivational Management”.

**Program competences**

<b>General competences</b>	GC1. Ability to exercise one’s rights and responsibilities as a member of society; understand the values of a civil (democratic) society and the need for its sustainable development, the rule of law, and human and civil rights and freedoms in Ukraine. GC8. Skills in using information and communication technologies. GC9. Ability to learn and acquire up-to-date knowledge. GC13. Appreciation of and respect for diversity and multiculturalism. GC15. Ability to act based on ethical considerations (motives). GC16. Ability to make decisions and act in accordance with
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	the principle of zero tolerance for corruption and any other forms of misconduct.
<b>Special competences</b>	<p>SC6. Ability to act in a socially responsible and conscious manner.</p> <p>SC13. Understanding the principles and norms of law and the ability to apply them in professional activities.</p> <p>SC14. Understanding the principles of psychology and the ability to apply them in professional activities.</p> <p>SC16. Ability to think strategically, formulate business ideas, manage investments, organize own entrepreneurial activities of socially responsible business.</p>
<b>Intended learning outcomes</b>	<p>ILO10. Possess skills in substantiating effective tools for motivating an organization's personnel.</p> <p>ILO12. Evaluate the legal, social, and economic implications of an organization's operations.</p> <p>ILO15. Demonstrate the ability to act in a socially responsible and civic-minded manner, guided by ethical considerations, and show respect for diversity and multiculturalism.</p>

### Content of the academic discipline

№	Topics	Number of hours, of which :			Teaching methods /assessment methods
		Lectures	Seminars	Independent work	
6 <sup>th</sup> semester					Teaching methods: verbal (lecture; conversation; educational discussion); inductive method; deductive method; tradutive method; analytical; synthetic; practical (working with legal case studies); explanatory-illustrative; reproductive; problem-based method; partial-search; research; interactive methods (situation analysis; discussions, debates, polemics; dialogue, synthesis of opinions; brainstorming; skills practice; situational modelling, working
Content module 1. Theoretical foundations of corporate social responsibility					
Topic 1	Concept and history of the development of social responsibility	1	2	4	
Topic 2	Basic principles and values of social responsibility	1	2	4	
Topic 3	Ethical business standards and corporate culture	1	2	4	
Topic 4	Social responsibility and legislation: national and international contexts	1	2	4	
Topic 5	Models and approaches to implementing social responsibility in companies	2	4	4	
Topic 6	The relationship between social responsibility and	1	2	4	

	sustainable development				through discussion questions); modelling professional activity; innovative teaching methods (competence-based; project-based research); case method. <b>Assessment methods:</b> oral assessment (oral questioning, assessment of participation in discussions and other interactive teaching methods); written assessment (tests, independent work, essays); test assessment (closed-form tests: multiple-choice tests, matching tests); self-assessment and self-evaluation method; assessment of case studies.
<b>Content module 2. Practical aspects and tools of corporate social responsibility</b>					
Topic 7	Social and environmental programmes of companies: case studies and analysis	1	2	4	
Topic 8	Reporting and assessment of social responsibility in business	1	2	4	
Topic 9	Managing stakeholder engagement	1	2	4	
Topic 10	Social innovation and corporate volunteering	1	2	4	
Topic 11	Communications of socially responsible business	1	2	4	
Topic 12	Developing your own social responsibility project for business	2	4	4	
Modular test					
<b>Total</b>		<b>14</b>	<b>28</b>	<b>48</b>	
<b>Final assessment: pass/fail (credit)</b>					

### **Technical equipment and/or software – official website of IAPM:**

<http://IAPM.com.ua> The educational process involves the use of classrooms, a library, a multimedia projector, and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to internet resources, which is provided through a free Wi-Fi network.

### **Forms and methods of assessment.**

Assessment of students' academic performance is divided into ongoing and final (semester) assessment.

Ongoing assessment is conducted during practical (seminar) classes and is aimed at systematically checking the understanding and assimilation of theoretical material, as well as the ability to apply theoretical knowledge when completing practical tasks. The possibilities of ongoing assessment are extensive: it can support learning motivation, stimulate educational and cognitive activity, enable a differentiated approach to teaching, and ensure individualization of the learning process.

Forms of student participation in the educational process subject to ongoing assessment include:

- oral reports;
- comments and questions to the speaker;

- consistent performance in seminar classes and active participation in discussions;
- participation in debates and interactive learning activities;
- analysis of legislation and academic literature;
- written assignments (tests, quizzes, creative tasks, essays, etc.);
- preparation of theses and summaries of academic or scientific texts;
- independent study of course topics.

**Methods of ongoing assessment include:** oral assessment (interview, discussion, report, presentation, etc.); written assessment (tests, essays, written presentations on assigned topics, etc.); combined assessment; presentation of independent work; observation as a method of assessment; testing; analysis of problem situations.

Grading system and requirements.  
 Table of distribution of points received by students

	Ongoing knowledge assessment												Module assessment task	Pass /Fail	Total points
Topics	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	Topic 11	Topic 12	20	20	100
Work in a seminar	4	4	4	4	4	4	4	4	4	4	4	4			
Independent work	1	1	1	1	1	1	1	1	1	1	1	1			

The table contains information about the maximum points for each type of assignment.

When assessing the mastery of each topic within ongoing educational activities, students receive marks in accordance with the approved assessment criteria for the respective discipline.

The criteria for evaluating learning outcomes and the distribution of points are regulated by the Regulations on the Assessment of Students’ Academic Achievements at PJSC “HEI IAPM”.

**Modular assessment.** Modular assessment in the discipline “Social responsibility of business” is conducted in written form as testing using closed-type test items, including alternative and matching formats.

Criteria for evaluating the modular test in the academic discipline “Social responsibility of business”:

When evaluating the modular test, the volume and correctness of the completed tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- the grade "good" (B) is given for the completion of 80% of all tasks;
- the grade "good" (C) is given for the completion of 70% of all tasks;
- the grade "satisfactory" (D) is given if 60% of the proposed tasks are completed correctly;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;
- the grade "unsatisfactory" (FX) is given if less than 50% of the tasks are completed.

Absence from the modular test work - 0 points.

The above grades are transformed into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

The final semester assessment in the discipline “Social responsibility of business” is a mandatory form of evaluating student learning outcomes. It is conducted within the time frame defined by the academic schedule and covers the scope of material specified in the course program.

The final assessment is administered in the form of a test. A student is admitted to the semester assessment only upon completion of all required coursework.

The final grade is assigned based on the student’s performance throughout the semester. The student’s rating score consists of the points accumulated through ongoing assessment activities and incentive points.

Students who have completed all required tasks and achieved a rating score of 60 points or higher receive a grade corresponding to the obtained rating without additional testing.

For students who have completed all required tasks but have a rating score below 60 points, as well as for those who wish to improve their score, the instructor conducts a final semester assessment in the form of a test during the last scheduled class of the discipline in the semester.

### **Assessment of additional (individual) types of educational activities.**

Additional (individual) types of educational activity include student participation in scientific conferences, research societies and problem groups, preparation of publications, and other activities beyond the tasks defined in the syllabus of the academic discipline.

By decision of the department, students who engage in research work or complete certain types of additional (individual) educational activities may receive incentive (bonus) points for a specific educational component.

Incentive points are not mandatory and are not included in the standard point distribution table or the main assessment scale.

A single event may serve as the basis for awarding incentive points for only one educational component – the one to which it is most relevant.

**Assessment of independent work**

The total number of points earned by a student for completing independent work is one of the components of academic performance in the discipline. Independent work for each topic, in accordance with the course program, is evaluated within the range of 0 to 1 points using standardized and generalized knowledge assessment criteria.

Scale for evaluating the performance of independent work (individual tasks)

The maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
1	1	0,75	0,5	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations, and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparation of summaries on independently studied topics; testing or written examinations; preparation of draft articles, conference abstracts, and other publications; other forms that ensure comprehensive assimilation of the study program and contribute to the gradual development of skills for effective independent professional (practical, scientific, and theoretical) activity at a high level.

To assess the learning outcomes of a student during the semester, a 100-point, national and ECTS assessment scale is used

Summary assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment for exam, course project (work), internship	
		National scale assessment for exam, course project (work), internship	For pass/fail (credit)
90 – 100	A	excellent	pass



82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	fail  unsatisfactory with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	fail  unsatisfactory with mandatory re-study of the discipline

### **Discipline’s Policy:**

- regularly attend lectures and practical classes;
- work systematically and actively in lectures and practical classes;
- catch-up on missed classes;
- perform the tasks required by the syllabus in full and with appropriate quality;
- perform control and other independent work;
- adhere to the norms of academic behaviour and ethics.

The discipline “Social responsibility of business” requires adherence to the principles of ethics and academic integrity, with particular emphasis on preventing plagiarism in all its forms. All written assignments, reports, essays, abstracts, and presentations must be original, authored by the student, and not overloaded with quotations, which must be accompanied by references to primary sources. Violations of academic integrity include academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Student assessment is based on participation and activity in seminar/practical classes, completion of independent work tasks, and performance of assignments aimed at developing practical skills and competencies. Additional (bonus) points may be awarded for activities such as participation in round-table discussions, scientific conferences, or student research competitions.

### **Methodological support of the academic discipline**

Teaching and methodological support for the discipline includes lecture notes, methodological guidelines for conducting practical (seminar) classes, and

methodological recommendations for students' independent work in the academic discipline "Social responsibility of business".

### **Recommended sources of information:**

#### **Basic literature:**

1. Guseva O.Yu., Voskoboeva O.V., Klevytska T.B. Social responsibility of business: a textbook. Kyiv. State University of Telecommunications, 2020. 222 p.
2. Pushkar M.S., Golinach L.I. Social responsibility of business: theory and practice. Ternopil: Kart-Blanch, 2018. 215 p.
3. Social Responsibility: Textbook / Compiled by: Zybarena O.V., Verbyvska L.V. Chernivtsi: Tekhnodruk, 2021. 148 p.
4. Sushyk I.V. Business Ethics: Textbook / I.V. Sushyk, O.G. Sushyk, Ya.M. Martynyuk, V.V. Vysyn, Lutsk: RVV Lutsk NTU, 2019. 268 p.

#### **Additional literature:**

1. Serediuk K. Diagnostic basis of the economic mechanism of social guarantees in the system of corporate responsibility of enterprises. Journal "Scientific review". Vol. 7. No. 99. 2024. P.6-19. DOI 10.26886/2311-4517.7(99)2024.1
2. Serediuk K. An assessment of social guarantee effectiveness in construction enterprises. Innovative solutions in modern science. Vol. 3(67). 2025 DOI 10.26886/2414-634X.3(67)2025.2 URL: <https://naukajournal.org/index.php/ISMSD/article/view/2727/2652>
3. Seredyuk K. Corporate social responsibility of construction enterprises: status, development trends and implementation policy. Ways to improve the efficiency of construction in the context of market relations formation. 2022. No. 2(50). P. 130–136. <https://doi.org/10.32347/2707-501x.2022.50> (2). 130–136
4. Seredyuk K.V. Implementation of ESG practices in the activities of Ukrainian companies during the war. Black Sea Economic Studies. 2023. Issue 84. Pp. 41–46. <https://doi.org/10.32782/bses.84-6>
5. Seredyuk K.V. Social guarantees in the corporate responsibility system of construction companies: economic mechanism of provision. Bulletin of Sumy National Agrarian University. 2024. No. 3(99). P. 10–14. <https://doi.org/10.32782/bsnau.2024.3.2>
6. Seredyuk K.V. Mechanisms of influence of factors on the implementation of CSR in the construction sector: a modelling approach. Scientific works of the Interregional Academy of Personnel Management. Economic sciences. Issue 4(76). 2024. Pp. 32–37. : <https://doi.org/10.32689/2523-4536/76-4>
7. Lych V.M., Seredyuk K.V. The effectiveness of the organisational and economic mechanism for ensuring social guarantees in the corporate responsibility system of construction companies in Ukraine. Economy and Society. 2024. No. 70. DOI: <https://doi.org/10.32782/2524-0072/2024-70->

8. Chervinska, L., Chervinska, T., Kalina, I., Koval, M., Shulyar, N., & Chernyshov, O. (2023). Social responsibility of business in wartime. *Financial and Credit Activity Problems of Theory and Practice*, 6(53), 405–416. <https://doi.org/10.55643/fcaptp.6.53.2023.4187>