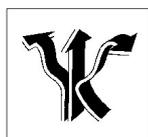


**PJSC "Higher Education Institution
"INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"**



МАУП

**SYLLABUS OF THE ACADEMIC DISCIPLINE
«CORPORATE SOCIAL RESPONSIBILITY»**

Specialty: **D3 Management**
Educational level: **First (bachelor's) level**
Educational program: **Management**

MAUP 2025

General information about the academic discipline

| | |
|----------------------------------|--|
| Name of the academic discipline | Corporate social responsibility |
| Code and name of specialty | D3 "Management" |
| Level of higher education | First (bachelor's) level of higher education |
| Discipline status | selective |
| Number of credits and hours | 3 credits / 90 hours. Lectures: Seminar classes: Independent work of students: |
| Terms of studying the discipline | |
| Language of instruction | Ukrainian |
| Type of final control | test |
| Discipline page on the website | |

General information about the teacher. Contact information.

| | |
|---|---|
| TELEPNEVA OLGA SVIATOSLAVNA | |
| Academic degree | Candidate of Economic Sciences |
| Academic title | |
| Position | Associate Professor of the Department of Management |
| Disciplines taught by the NPP | Introduction to the specialty "Management" Organizational theory HR management Self-management |
| Areas of scientific research | Management of the competitiveness of economic entities, logistics activities |
| Links to identifier registries for scientists | Google Scholar; https://scholar.google.com.ua/citations?user=b3p06cAAAAAJ&hl=uk ORCID; https://orcid.org/0000-0003-4052-4928 |
| Teacher contact information: | |
| Email: | olgatepneva86@gmail.com |
| Contact phone number | +380677818088 |
| Teacher's portfolio on the website of the department / institute / academy | https://kh.maup.com.ua/ |

Course annotation. Formation of basic knowledge regarding the main concepts of the theory and practice of corporate social responsibility, acquisition by applicants of relevant professional competencies and skills that will ensure the formation of socially responsible behavior of business entities in compliance with the principles of economic efficiency and business effectiveness.

The subject of the academic discipline "Corporate Social Responsibility" is the theoretical, methodological, methodological and practical principles of the formation, functioning and development of the institution of business social responsibility, its ethical aspects, impact on personnel, community and environment, as well as international standards and tools for CSR management..

The purpose of studying the discipline is the formation of basic knowledge regarding the main concepts of the theory and practice of corporate social responsibility, the acquisition by applicants of relevant professional competencies and skills that will ensure the formation of socially responsible behavior of business entities in compliance with the principles of economic efficiency and business performance.

Objectives of the academic discipline: The objectives of the academic discipline "Corporate Social Responsibility" (CSR) are to form in students theoretical knowledge and practical skills in the development, implementation and evaluation of social business initiatives, the study of international standards, methods of social risk management, principles of sustainable development and building a positive image of the company..

Prerequisites of the academic discipline. The study of the academic discipline "Corporate Social Responsibility" is based on the knowledge and skills obtained by students at the undergraduate level. Namely: higher mathematics, statistics, probability theory, microeconomics, macroeconomics, business economics, business analytics.

Postrequisites of the academic discipline. The knowledge and skills acquired by students in the process of studying the academic discipline "Corporate Social Responsibility" contribute to the successful study by higher education students of a number of other academic disciplines aimed at the formation of professional knowledge and skills.

Content of the academic discipline (full-time education)

| No. | Topic name | Teaching methods/assessment methods |
|---|---|---|
| CONTENT MODULE 1. BASIC PRINCIPLES OF CORPORATE SOCIAL RESPONSIBILITY | | Teaching methods: verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistical data, graphs); explanatory and illustrative; reproductive; problem-based presentation method; partially searchable; research; interactive methods (analysis of economic situations; discussions, debates; brainstorming); |
| Topic 1. | Theoretical foundations of corporate social responsibility | |
| Topic 2. | Social partnership as a tool for forming social responsibility | |
| Topic 3. | Social responsibility as a factor of sustainable development | |
| Topic 4. | Corporate social responsibility and business reputation of the company | |
| Topic 5. | Corporate social responsibility as a factor in increasing company competitiveness | |
| CONTENT MODULE 2. MANAGEMENT OF SOCIAL RESPONSIBILITY OF ORGANIZATIONS | | |
| Topic 6. | . Forming relationships with employees on the basis | |

| | | |
|-------------------------|--|--|
| | of corporate social responsibility responsibility. | situational modeling; practicing modeling skills); case method (analysis of real economic situations, problem finding, proposal of solutions, construction of models); modeling of professional activities (building economic models, forecasting, scenario modeling). Assessment methods: oral control (oral questioning, evaluation of participation in discussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays); test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting). |
| Topic 7. | . Socially responsible business relations with local communities. | |
| Topic 8. | Corporate Social Responsibility Management | |
| Topic 9. | Non-financial reporting of enterprises. | |
| Topic 10. | Assessment of the effectiveness of using enterprise resources for CSR development. | |
| Modular test | | |
| Form of control: credit | | |

Technical facilities and/or software. The educational process uses 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 information from the World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyze economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;

- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- working with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.
Table of points awarded to higher education students*

| Topics | Ongoing knowledge assessment | | | | | | | | | | Final control | | |
|-------------------------|------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|----------|---------------|----------|--------------|
| | | | | | | | | | | | Modular test | Credit** | Total points |
| | Topic 1 | Topic 2 | Topic 3 | Topic 4 | Topic 5 | Topic 6 | Topic 7 | Topic 8 | Topic 9 | Topic 10 | 20 | 20* | 100 |
| Work in a seminar class | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | | | |
| Independent work | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | | | |

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Assessment criteria for the module test in the academic discipline "**Corporate social responsibility**»:

When assessing a module test, the volume and correctness of the 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);
- a grade of "good" (B) is given for completing 80% of all tasks;
- a grade of "good" (C) is given for completing 70% of all tasks;
- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;

- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;

- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted 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.

Final semester assessment in the discipline "**Corporate social responsibility**» is a mandatory form of assessment of student learning outcomes. It is conducted within the timeframe specified by the curriculum and covers the scope of material specified by the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

| Maximum possible assessment of independent work (individual tasks) | Execution level | | | |
|--|-----------------|------|--------------|----------------|
| | Perfect | Good | Satisfactory | Unsatisfactory |
| 3 | 3 | 2 | 1 | 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; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum 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 higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

| Total points for all types of learning activities | ECTS assessment | National scale assessment | |
|---|-----------------|--|--|
| | | for exam, course project (work), practice | for credit |
| 90 – 100 | A | perfect | Passed |
| 82 – 89 | B | good | |
| 75 – 81 | C | | |
| 68 – 74 | D | satisfactory | |
| 60 – 67 | E | | |
| 35 – 59 | FX | unsatisfactory with the possibility of retaking | not accepted with the possibility of retaking |
| 0 – 34 | F | unsatisfactory with mandatory re-study of the discipline | not passed with mandatory re-study of the discipline |

Course policy.

To successfully complete the course "Corporate Social Responsibility", the student must:

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course "Corporate Social Responsibility" involves the assimilation and observance of the principles of ethics and academic integrity, in particular, an orientation towards preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and authorial, not overloaded with quotations, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.

Basic literature

1. Kuzmin O. E. Social responsibility of business: concept, typology and factors of formation / O. E. Kuzmin, N. S. Stanasyuk, O. Z. Ugolkova // Management and Entrepreneurship in Ukraine: Stages Formation and problems of development: scientific journal. Lviv: Publishing house of Lviv Polytechnic, 2021. Volume 3. No. 2. P. 56–64

2. Dotsenko I. O. Social partnership as a tool for forming social responsibility economic entities [Electronic resource] / Dotsenko I. O. // Socioeconomics and Management: status, trends, management decisions: collection of materials of the All-Ukrainian scientific-practical conference of young scientist (Kyiv, May 11, 2022) : in 2 parts / State Higher Educational Institution "Kyiv. National. Economic. University named after V. Hetman". Electronic. text. data. Kyiv: KNEU, 2022. Part 2. pp. 39–42.

3. Corporate social responsibility: Lecture notes [Electronic resource]: teaching aid. for students of specialty 075 "Marketing", educational and professional program "Industrial Corporate social responsibility marketing" / Igor Sikorsky Kyiv Polytechnic Institute; compiler: M.O. Chuprina. – Electronic text data. Kyiv: Igor Sikorsky Kyiv Polytechnic Institute. 2023. 138 p.

4. Lecture notes on the discipline "Social Responsibility" for higher education students second (master's) level in specialty 071 "Accounting and Taxation" / Instructed by: Budko O.V., Brezhneva-Yermolenko O.V. Kamyanske: DSTU, 2022, 114 p.

5. Kurinna I., Malyarchuk V., Saprykina M., Suprunyuk M., Tregub O. Transparency and corporate social responsibility. Kyiv: Yuston Printing House. 47 p.

Additional literature

1. ISO 26000 Standard “Guidelines for Social Responsibility [Electronic resource]. Mode access: <https://aop.nmu.org.ua/ua/metodicicki/specialist/opg/lzi/zakon/%D0%A1%D1%82%D0%B0%D0%BD%D0%B4%D0%B0%D1%80%D1%82%20ISO%2026%20000.pdf>

2. Pigosh V. A. Code of corporate ethics as a tool for developing the potential of enterprises / V. A. Pigosh // Scientific Bulletin of Mukachevo State University. Ser.: Economics. 2020. Issue 1. P. 104-107

3. Senyshyn O.S., Ilkiv N.V., Ugolkov E.O. Strategic directions of interaction between business, public organizations and the state in times of dynamic change. Economy and Society. 2023. Issue No. 56

4. Oginok S.V., Kohut M.V., Kohut A.V. Ethics and corporate social responsibility in International Business. Kyiv Economic Scientific Journal. 2024. No. 4, 171-176.

5. Yakubiv V.M., Buryk M.M. Interaction between business and local authorities in the context of formation corporate social responsibility. Central Ukrainian Bulletin of Law and Public Management. 2024. Issue 1. P. 87-95

6. Mazuryk O.V. Fundamentals of social audit [textbook]. Kyiv: FOP Khalikov R.Kh., 2020. 140 p.