

**Lviv Institute**  
**Private Joint Stock Company**  
**"Institution of higher education**  
**"Interregional Academy of Personnel Management"**  
(name of the training unit)

Department of Management, Economics and Tourism

I approve:  
Deputy Director for Teaching and  
Educational Work

Approved at a meeting of the Department of  
Management, Economics and Tourism  
(name of the department)

\_\_\_\_\_  
(signature)  
Ph.D., Assoc. Prof. E.I. Parfenyuk  
(Full name)  
31.08.2021

Protocol № 01/21/22 dated 31.08.2021  
Head of Department \_\_\_\_\_  
(signature)  
Ph.D., Assoc.Prof. L.G. Danilyuk  
(Full name)

## SYLLABUS OF THE COURSE

### Corporate social responsibility of business

specialties: 073 Management  
(code and name of the specialty)

educational level: the second (master's) level  
(name of educational level)

educational program: Economics and Business Administration  
(name of educational program)

specialization:  
(if available) (name of specialization)

**Developer (s) of the syllabus of the discipline:**

Lyubov Ivanivna Lelyk, Candidate of Economic Sciences, Associate Professor,  
Deputy Director

**Teacher:**

Lyubov Ivanivna Lelyk, Candidate of Economic Sciences, Associate Professor,  
Deputy Director

The syllabus was considered and approved at a meeting of the Department  
of Management, Economics and Tourism  
Protocol dated 31.08.2021 № 01/21/22

Head of the Department \_\_\_\_\_ L.G. Danyliuk  
(signature)

The syllabus is agreed with the guarantor (head) of the educational program  
"Economics and Business Management"  
(name of educational program)

31.08. 2021

Head (guarantor) of the educational program \_\_\_\_\_  
(signature)

Syllabus checked

31.08.2021 p.

Deputy Director of

educational and methodical and educational work \_\_\_\_\_ E.I Parfenyuk  
(signature).

**Prolonged:**

for 20 \_\_ / 20\_\_ a.y. \_\_\_\_\_ (signature) (\_\_\_\_\_) (full name), " \_\_\_\_ " \_\_\_\_ 20 \_\_, protocol № \_\_\_\_

for 20 \_\_ / 20\_\_ a.y. \_\_\_\_\_ (signature) (\_\_\_\_\_) (full name), " \_\_\_\_ " \_\_\_\_ 20 \_\_, protocol № \_\_\_\_

for 20 \_\_ / 20\_\_ a.y. \_\_\_\_\_ (signature) (\_\_\_\_\_) (full name), " \_\_\_\_ " \_\_\_\_ 20 \_\_, protocol № \_\_\_\_

for 20 \_\_ / 20\_\_ a.y. \_\_\_\_\_ (signature) (\_\_\_\_\_) (full name), " \_\_\_\_ " \_\_\_\_ 20 \_\_, protocol № \_\_\_\_

**PJSC HEI "Interregional Academy of Personnel Management"  
Institute of International Relations and Social Sciences  
Department of Management, Economics and Tourism**

<b>Subjects</b>	Corporate social responsibility of business
<b>Teacher (s)</b>	Lyubov Ivanivna Lelyk
<b>Portfolio teacher (s)</b>	<a href="http://li-maup.edu.lviv.ua/kafedry/kafedra-menedzhmentu-orhanizatsiy/osobovyy-sklad/ken-dotsent-lelyk-lyubov-ivanivna/">http://li-maup.edu.lviv.ua/kafedry/kafedra-menedzhmentu-orhanizatsiy/osobovyy-sklad/ken-dotsent-lelyk-lyubov-ivanivna/</a>
<b>Contact phone</b>	+38 (032) -224-91-23
<b>E-mail:</b>	<a href="mailto:liubov.lelyk@gmail.com">liubov.lelyk@gmail.com</a>
<b>Discipline page on the site</b>	<a href="http://li-maup.edu.lviv.ua/kafedry/kafedra-menedzhmentu-ekonomiky-ta-turyzmu/metodychne-zabezpechennya-navchalnykh-dystsyplin-opp-ekonomika-ta-upravlinnya-biznesom-2y-mahisterskyy-riven/selections/corporate-social-vidpovid/">http://li-maup.edu.lviv.ua/kafedry/kafedra-menedzhmentu-ekonomiky-ta-turyzmu/metodychne-zabezpechennya-navchalnykh-dystsyplin-opp-ekonomika-ta-upravlinnya-biznesom-2y-mahisterskyy-riven/selections/corporate-social-vidpovid/</a>
<b>Consultations</b>	Monday, 2 o'clock, 15.00-17.00, room 202

**1. Short annotation to the discipline.** This course involves the formation of skills in public administration and local government, civil service, regional development and management of organizations, equips with theoretical knowledge and practical skills to develop and justify specific proposals related to current issues of public administration and local government, as well as domestic and foreign experience in developing corporate social responsibility.

**2. Purpose:** formation of fundamental knowledge of the theory and practice of corporate social responsibility and relevant professional competencies that ensure the formation of corporate socially - responsible behavior of its actors (institutions). Today's students are tomorrow's self-sufficient professionals.

**Objectives:** to embed the theory and organization of management within the framework of corporate social responsibility; master the principles of forming models and strategies of corporate social responsibility in a market environment; consolidate knowledge of the choice of tools of social responsibility of enterprise management and information policy in the field of corporate social responsibility and social reporting; apply knowledge to assess the effectiveness of social responsibility of enterprises; to determine strategic directions of development of social responsibility in Ukraine.

**3. Course format: full-time (offline)**

**4. Program learning outcomes (integrated, professional competencies):**

Table 1

Competence	The degree of formation of competence	Evaluation
Ability to solve complex problems and problems in the field of management or in the learning process, involving research and / or innovation in the uncertainty of conditions and requirements	Fully. Corresponds to the purpose of the course	Current (seminar-training), milestone (evaluation of the results of the research project in the form of presentations), final (credit)
Ability to communicate with	Partly, in the aspect of	Current (seminar-

representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).	performing the tasks provided by the professional activity on the specialization of the educational program	training), milestone (evaluation of the results of the research project in the form of presentations)
Skills in the use of information and communication technologies.	Part. Together with other educational components of the educational program	Current (reflective seminar), boundary (assessment of teamwork on certain issues in the form of a presentation), final (credit)
The ability to motivate people and move towards a common goal.	Partly, in the aspect of performing the tasks provided by the professional activity on the specialization of the educational program	Current (seminar-training), milestone (evaluation of the results of the research project in the form of presentations)
Ability to generate new ideas (creativity).	Partly. Together with other educational components of the educational program	Current (seminar-training), milestone (evaluation of the results of the research project in the form of presentations)
Ability to abstract thinking, analysis and synthesis.	Fully. Corresponds to the purpose of the course	Current (seminar-training), milestone (evaluation of the results of the research project in the form of presentations)
Ability to select and use management concepts, methods and tools, including in accordance with defined objectives and international standards	Partly. Together with other educational components of the educational program	Current, boundary (modular control), final (credit)
Ability to set values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans	Partly. Together with other educational components of the educational program	Current (seminar-round table), boundary (testing )
Ability for self-development, lifelong learning and effective self-management	Partly, in the aspect of performing the tasks provided by the professional activity on the specialization of the educational program	Current (seminar-symposium), boundary (assessment of individual tasks-cases in the form of a presentation)
Ability to effectively use and develop the organization's resources	Fully. Corresponds to the purpose of the course	Current (seminar-debate), milestone (assessment of individual case

		situations in the form of presentations)
Ability to create and organize effective communications in the management process	Partly. Together with other educational components of the educational program	Current (reflective seminar), boundary (assessment of teamwork on certain issues in the form of a presentation), final (credit)
Ability to form leadership qualities and demonstrate them in the process of managing people	Partly. Together with other educational components of the educational program	Current (seminar - expert group meeting), milestone (testing), final (credit)
Ability to develop projects, manage them, show initiative and entrepreneurship	Partly, in the aspect of performing the tasks provided by the professional activity on the specialization of the educational program	Current (search seminar), milestone (evaluation of research project results in the form of presentations)
Ability to use psychological technology to work with staff	Partly. Together with other educational components of the educational program	Current (seminar on independent work), boundary (testing), final (credit)
Ability to analyze and structure the problems of the organization, make effective management decisions and ensure their implementation	Partly, in the aspect of performing the tasks provided by the professional activity on the specialization of the educational program	Current (search seminar), boundary (modular control), final (credit)
Ability to manage the organization and its development	Partly. Together with other educational components of the educational program	Current, boundary (modular control), final (credit)

**5. Course duration.** 120 hours (4 ECTS credits), of which: 34 hours of classroom work; 86 hours - independent work, test - is held at the last seminar.

**6. Discipline status:** *selective*

**7. Prerequisites:** The course is based on the dialectical method of cognition and general economic laws and is closely related to such disciplines as public administration in economics, economic theory, microeconomics, macroeconomics, business economics, labor economics, organization and planning of production, marketing, management, strategic planning, theory and history of public administration, etc.

**8. Hardware and software / equipment** - a multimedia projector and a computer for classroom classes, access of masters to the Internet.

**9. Course policy:**

- Provides teamwork.
- The climate in the audience is friendly, creative, open to constructive self-irony.
- Execution of tasks in due time.
- Working off missed classes is possible during self-training and teacher consultations.
- Adherence to academic integrity.
- Presentations and reports must be author's and original.

**10. Course content:** The course consists of two content modules. Each module, in turn, consists of lecture and seminar parts:

- Content module 1 "The essence and forms of manifestation of social responsibility" (lecture topics 1, 2, 3, 4, seminar topics 1-4);
- Content module 2 "Features of the process of corporate social responsibility" (lecture topics 5, 6, 7, seminar topics 5-10);

### **11. Forms and methods of teaching.**

#### *Information technologies of training:*

- presentations;
- work with electronic publications: textbooks, reference books, dictionaries, encyclopedias.

*Active teaching methods* : debates, modelling, role-playing games, discussion groups, brainstorming, Delphi methods, nominal group methods, forums, project groups

- discussion of intermediate results in the group, discussions;
- video conference;
- situational learning technologies (case method);
- research training technologies.

The main types of educational classes are **lectures, seminars, consultations.**

The teaching of **lecture material** provides a combination of such forms and methods of teaching as instructional lectures, lecture-dialogue, lecture with scientific structure, theoretical construction, methodological and meta-subject lecture, binary, reflective, etc.

#### *Lecture dialogue:*

1) *lecture-conversation* - questions to the audience, invitations to collective research - a quick "brainstorming";

2) *lecture-discussion* - free exchange of views in the intervals between the logical sections of the lecture;

3) *problem lecture* - "co-authorship" in solving problems;

4) *lecture with the use of feedback techniques* (if there is a technical possibility) - obtaining data from the whole group of students on the question;

5) *lecture-consultation* - for example, the first part of the lesson is conducted in the form of a lecture in which the teacher answers the questions of students that arose during the pre-search work, supplementing and developing them at its discretion; the second part takes the form of answers to additional questions of students, free exchange of views and ends with the final word of the lecturer;

6) *written programmed lecture* - the teacher himself composes and offers questions to students; the teacher first asks to answer the prepared questions, and then analyzes and discusses the wrong answers.

The **seminars** provide a combination of such forms and methods of teaching as introductory heuristic seminar, review, self-organizing, search seminar, seminar with individual and group work, seminar in groups of choice, seminar for generating ideas, seminar- "round table", reflex.

- Game technologies.
- Socio-psychological training.
- *Forms of discussions*: "round table", "expert group meeting", "forum", "symposium", "debate", "court hearing", "aquarium".
- *Forms of teamwork*: joint training in small groups (Student Teams - Achievement Division, or STAD) and training in teams on the basis of a game, tournament (Teams-Games-Tournament, or TGT).

- Speech-informing on the topics of seminars.

**12. Assessment of knowledge** is carried out in accordance with the "Regulations on the assessment of academic achievement of higher education students in PJSC" IAPM University "( <https://drive.google.com/file/d/1ENRncPY-dU2qLke7awVKn1OdfG88Hg8D/view> ).

### Achievement assessment system

Type of student activity	Maximum number of points per unit	Module 1		num uni
		number of units	maximum number of points	
Attending lectures	1	4	4	
Attending seminars	1	4	4	
Work at a seminar	10	4	40	
Performing tasks for independent work	5	1	5	
Execution of modular work	25	1	25	
Execution of INDZ	30	-	-	
Together		78		
Maximum number of points: <b>177</b>				
177: 100 = 1.77. The student scored X points; Calculation: X: 1.77 = total number of points.				

#### 13. Tasks for independent work and criteria for its evaluation.

During the study of the course 2 *independent works* are performed. Independent work includes the development of electronic and printed sources of publications (scientific papers in international and domestic scientific databases, articles in periodicals, documents, official reports, statistical materials, legislation and other regulations in the discipline).

##### Evaluation criteria:

- content - 3 points
- compliance with the topic and design requirements - 2 points.

The maximum number of points for independent work is **5 points**.

#### 14. Forms of modular control and evaluation criteria.

Modular control occurs at the end of the study of blocks of content modules and is carried out in the form of individual tasks-cases in the form of a presentation on the subject of independent study of the material of the relevant content module (5 minutes with slides). During the module control the following components are evaluated:

- Slides to the presentation - 5 points
- Completeness of disclosure of the topic - 10 points
- Quality of information - 5 points
- Independence and creativity - 5 points

**The maximum number of points is 25 points.**

#### 15. Forms of semester control and evaluation criteria:

##### Test.

It takes the form of a presentation of the research results of the research project topic, which are defined for each student in the work program of the discipline. The topics of the projects reveal current research on the principles of formation of Corporate Social Responsibility of Business.

**16. Approximate list of questions for the semester complex control** (*see: Working curriculum of the discipline*).

#### 17. Scale of conformity of assessments

The sum of points for all types of educational activities	ECTS assessment	Score on a national scale	
		for exam, course project (work), practice	for offset
90 - 100	<b>A</b>	perfectly	
82-89	<b>B</b>	fine	

75-81	<b>C</b>		credited
68-74	<b>D</b>	satisfactorily	
60-67	<b>E</b>		
35-59	<b>FX</b>	unsatisfactory with the possibility of reassembly	not credited with the possibility of re-assembly
1-34	<b>F</b>	unsatisfactory with mandatory re-study of the discipline	not enrolled with mandatory re-study of the discipline

## 18. Recommended sources (literature):

### Basic:

1. Антошко Т. Р. Впровадження корпоративної соціальної відповідальності на промислових підприємствах: монографія / Т. Р. Антошко, П. В. Круш, Ю. В. Тюленева; Нац. техн. ун-т України "Київ. політехн. ін-т". К.: НТУУ "КПІ", 2013. 275 с.

2. Колот А. М. Соціальна відповідальність: теорія і практика розвитку: монографія/ А. М. Колот, О. А. Грیشнова. К. : КНЕУ, 2012. 501 с.

3. Корпоративна соціальна відповідальність: опор. конспект лекцій, плани семінар. занять, метод. вказівки та завдання для самост. роботи, тести для студентів спец. 8.03060101 "Менеджмент організацій і адміністрування" (за видами екон. діяльності) / Укоопспілка, Львів. комерц. акад.; [уклад. Колянко О. В.]. Л.: Видво Львів. комерц. акад., 2015. 103 с.

4. Котлер Ф. Корпоративна соціальна відповідальність. Як зробити якомога більше добра для вашої компанії та суспільства / Ф. Котлер, Л. Ненсі; пер. з англ. С. Яринич. К.: Стандарт, 2005. 302 с.

5. Лебедев І. В. Корпоративна соціальна відповідальність у контексті впровадження концепції гідної праці : наук. монографія / Лебедев І. В. О.: Атлант, 2014. 375 с.

### Additional :

6. Орлова Н. С. Концептуальні засади корпоративної соціальної відповідальності в Україні: монографія / Н. С. Орлова, А. О. Харламова; Донец. держ. ун-т упр. – К.: Кондор, 2014. – 276 с.

7. Охріменко О. О. Соціальна відповідальність: навч. посіб. / О. О. Охріменко, Т. В. Іванова. – К: Національний технічний університет України «Київський політехнічний інститут», 2015. – 180 с.

8. Петрашко Л. П. Корпоративна відповідальність: крос-культурні моделі та бізнес-практики : монографія./ Л. П. Петрашко. – К.: КНЕУ, 2013. – 372 с.

9. Європейські бізнес-практики корпоративної соціальної відповідальності: міжпредметний тренінг : навч. посіб. / [Л. П. Петрашко та ін.]; за ред. проф. Л. П. Петрашко; Держ. ВНЗ "Київ. нац. екон. ун-т ім. Вадима Гетьмана". – К.: КНЕУ, 2016. – 310 с.

10. Корпоративна соціальна відповідальність бізнесу : монографія / [під заг. ред. М. П. Буковинської]. – К.: Компрінт, 2015. – 296 с.

11. Косар Н. С. Корпоративна соціальна відповідальність бізнесу в Україні / Н. С. Косар, В. М. Пилипенко, Н. Є. Кузьо // Вісник Львівського Національного університету "Львівська політехніка". Логістика. – 2014. – № 811. – С. 176-183.

12. Кулешова Л. В. Корпоративна соціальна відповідальність як інструмент сталого розвитку підприємств / Л. В. Кулешова // Вісник Донбаської державної машинобудівної академії. – 2013. – №1 (30). – С.195-199.

13. Лазоренко Л. В. Корпоративна соціальна відповідальність як інноваційна стратегія бізнесу / Л. В. Лазоренко // Вісник Східноєвропейського університету економіки і менеджменту. – 2013. – Вип.1 (14). – С.89-96.

14. Нападівська Л. А. Європейський досвід корпоративної соціальної відповідальності та екологічного менеджменту (на прикладі Німеччини) / Л. А. Нападівська // Вісник СумДУ. Серія "Економіка". – 2012. – №2. – С.39-48.

15. Олійник О.О. Реалізація корпоративної соціальної відповідальності у трудових відносинах / О.О. Олійник // Демографія та соціальна економіка. — К., 2016. — № 1 (26). — С. 31—41.

16. Олійник О.О. Корпоративна соціальна відповідальність в системі управління персоналом підприємства / О.О. Олійник // Соціально-трудові відносини: теорія і практика — К., 2015. — № 1(9). — С. 140—147.

17. Carroll A. B. Corporate social responsibility: Evolution of definitional construct / A. B. Carroll // Business and Society. — 1999. — Vol. 38 (3). — P. 268-295.

18. Knight, Z. 2007 Combating Climate Change-Opportunities and Risks. 2007. Merrill Lynch <http://www.ml.com/media/80331.pdf>.

19. Porter, M. Kramer, M. 2006. Strategy & Society: the link between competitive advantage and corporate social responsibility. Harvard Business Review. [www.fsg-impact.org](http://www.fsg-impact.org)

20. The McKinsey Quarterly. The state of corporate philanthropy: A McKinsey global Survey. 2008. [http://www.mckinseyquarterly.com/article\\_print.aspx?L2=21&L3+](http://www.mckinseyquarterly.com/article_print.aspx?L2=21&L3+).

21. The World's Most Respected Companies. 2007. [www.reputationinstitute.com](http://www.reputationinstitute.com) 50. Zadek S., Sabapathy J., Dossing H.

22.

#### **Electronic resources :**

1. Всесвітня організація по стандартизації ISO [Електронний ресурс]. — Режим доступу : <http://isotc.iso.org>.

2. Глобальная инициатива по отчетности экологически ответственных экономик [Электронный ресурс]. — Режим доступа : [/www.globalreporting.org](http://www.globalreporting.org).

3. Експертно-аналітичний портал, присвячений тематиці корпоративної соціальної відповідальності і стійкому розвитку. [Електронний ресурс]. — Режим доступу : [www.csr-review.net](http://www.csr-review.net).

4. Регіони України : статистичний щорічник [Електронний ресурс]. — Режим доступу : [www.ukrstat.gov.ua](http://www.ukrstat.gov.ua).

5. Офіційний сайт Верховної Ради України. — Електронний ресурс. — Режим доступу: <http://zakon4.rada.gov.ua>

6. Офіційний сайт Держкомстату України. — [Електронний ресурс]. — Режим доступу: <http://ukrstat.gov.ua>

7. Офіційний сайт Центру розвитку корпоративної соціальної відповідальності. — [Електронний ресурс]. — Режим доступу: <http://csr-ukraine.org>

8. Сайт Всемирного совета бизнеса по устойчивому развитию [Электронный ресурс]. — Режим доступа : <http://www.globalcompact.org>.

9. Статистична звітність емітентів України [Електронний ресурс]. — Режим доступу : [www.smida.gov.ua/db/emitent](http://www.smida.gov.ua/db/emitent).

10. Центр "розвиток соціальної відповідальності" [Електронний ресурс]. — Режим доступу : [www.csr.ukraine.org](http://www.csr.ukraine.org)

**V. EDUCATIONAL-METHODICAL MAP OF THE DISCIPLINE " CORPORATE SOCIAL RESPONSIBILITY OF BUSINESS "**

**Total:** 120 hours, of which 14 hours. - lectures, 20 hours - seminars, independent work - 86 hours, modular control - 4 hours.

Scores for the semester	<b>177 points</b>									
Modules	Content module I					Content module II				
Module name	The essence and forms of social responsibility (78)					Features of the process of corporate social responsibility (99)				
Lectures	1 (1 point)	2 (1 point)	3 (1 point)	4 (1 point)	5 (1 point)		6 (1 point)		7 (1 point)	
Lecture topics	Theoretical foundations of corporate social responsibility.	Models of corporate social responsibility.	Corporate social responsibility in the management system of the organization.	Strategy of socially responsible behavior in the market environment.	Interaction of business power-society within the framework of corporate social responsibility. Formation of relations with the employee on the basis of corporate social responsibility.		Environmental component of social responsibility. Preparation of a non-financial report. Evaluating the effectiveness of social responsibility of enterprises.		Strategic directions of social responsibility development in Ukraine.	
Seminars and practical classes	1 (10 points)	2 (10 points)	3 (10 points)	4 (10 points)	5 (10 points)	6 (10 points)	7 (10 points)	8 (10 points)	9-10 (20 points)	
Topics seminar to occupy	Theoretical foundations of corporate social responsibility	Models of corporate social responsibility	Corporate social responsibility in the management system of the organization	Strategy of socially responsible behavior in the market environment	Interaction of business power-society within the framework of corporate social responsibility.	Formation of relations with the employee on the basis of corporate social responsibility	Environmental component of social responsibility	Preparation of a non-financial report. Evaluating the effectiveness of social responsibility of enterprises.	Strategic directions of social responsibility development in Ukraine.	
Independent work	1 (5 points)					2 (5 points)				
Current control	modular control work №1 (25 points)					modular control work №2 (25 points)				
Final control	<b>Estimated coefficient: 1.77</b>									