

## **METHODOLOGICAL INSTRUCTIONS FOR SELF-TESTING OF STUDENTS ABOUT "BUSINESS ETHICS AND CORPORATE, SOCIAL RESPONSIBILITY"**

### 1.1. Place, purpose, task of the subject.

This topic is the theoretical and practical basis of a set of knowledge and skills that form the profile of a specialist in the management of foreign economic activity.

The object of teaching the discipline is the formation of students' knowledge of the theory and methodology of corporate social responsibility from the standpoint of modern standards of social policy, social reporting, business ethics and human rights and the acquisition of relevant professional competencies that ensure socially responsible behavior.

The objectives of the subject are:

- formation of systematic thinking of managers at different levels based on the latest approaches to management;
- formation of students' basic knowledge in the field of theory and practice of social responsibility; -use of opportunities for social responsibility to ensure sustainable development of the state and stable development of enterprises;
- acquisition of skills in the formation of non-financial reporting on corporate social responsibility.

### 1.2. The learning outcomes of the subject make it possible to achieve

As a result of studying the discipline the student must achieve the following learning outcomes:

- integrate social responsibility into the daily activities of the company;
- develop social projects and programs;
- build models of corporate social responsibility at different levels of the company (principles, processes, results);
- to form a dialogue and develop communications with stakeholders;
- to develop a package of documents on the definition and normative consolidation of the main priorities in the field of corporate social responsibility of the company;
- create management structures that meet the requirements of corporate social responsibility;
- evaluate the effectiveness of social investments and their effectiveness;
- substantiate innovative approaches to information support of the system of control over the use of resource potential of economic entities and public sector bodies, taking into account the business development strategy;
- to carry out public-business communications for the purpose of the decision of communicative tasks;
- adhere to the norms of professional ethics, maintain a balanced relationship with team members (team), consumers, contractors, contact audiences.

### 1.3. Competence subject gives the opportunity to acquire

As a result of studying the discipline the student must acquire the following competencies:

- knowledge of the main trends and features of social responsibility;
- knowledge of the legal framework for the development of social responsibility, the model of corporate social responsibility and the formation of different types of corporate culture;
- ability to apply criteria, indicators and methods of assessing social responsibility;
- ability to form a mechanism for managing corporate social responsibility;
- possession of collection and evaluation of information on corporate social responsibility for decision-making and formation of proposals for development programs of the organization;

- ability to identify and analyze the expectations of stakeholders of the organization from the standpoint of the concept of corporate social responsibility;
- ability to apply methods and techniques of analytical support of modern management systems, taking into account the development strategy of the enterprise in conditions of uncertainty, risk or asymmetry of information;
- ability to assess the effectiveness of corporate social responsibility.

extracurricular work of students is growing rapidly . This is due to the fact that working independently students get acquainted with systematized information, learn to plan and organize their own activities.

Adaptation of the Ukrainian economy to the conditions on the world markets, connected with the processes of internationalization and globalization, determines the positioning of international management and marketing as the most important aspect of today.

Students who will be experts in the field of foreign economic activity in the future need knowledge of leadership and management of teamwork. The acquisition of this knowledge significantly depends on the independent work of students. Such types of independent work of students as preparation for classroom classes (study of references, analysis of specific situations), develop skills and abilities to obtain specific results, develop the ability to analyze.

Self-study of students in the subjects of "business ethics and corporate social responsibility", provided by the working curriculum, will allow students to develop modern economic thinking and a system of specialized knowledge in the field of leadership and management of teamwork.

## **Module № 1. "Fundamentals of social responsibility"**

**Integrated requirements of the module № 1:** to master theoretical (basic) knowledge of corporate social responsibility; know the basic attributes of corporate social responsibility; master the components of internal and external corporate social responsibility; know the basic business models of social responsibility; be able to use qualitative and quantitative indicators of corporate social responsibility; be able to analyze the state of state regulation of corporate social responsibility of business.

**Topic 1. Historical and modern conditions for the formation of the economic nature of corporate social responsibility. Features of formation of domestic model of corporate social responsibility of business.**

### **Questions (tasks) for self-study**

1. Scientific approaches to defining the essence of social responsibility.
2. Evolutionary-institutional theories of forming the economic nature of corporate social responsibility.
3. The essence of corporate social responsibility.
4. Social responsibility in the system of sustainable development.

### **METHODOLOGICAL guidelines**

1. Study the links and answer the questions in the form of abstracts.
2. On the basis of the studied links to prepare answers to questions for self-examination.
3. Study literary sources and answer questions on the topic.

### **Topics of abstracts**

1. The American model of social responsibility.
2. European (British and Scandinavian) model of social responsibility.
3. Japanese (Asian) model of social responsibility.
4. Canadian model of social responsibility.
5. UN Global Compact on the formation and development of corporate social responsibility (CSR).
6. Non-financial (social) reporting: its advantages and disadvantages.
7. Historical aspects of development and formation of social accounting.
8. Social audit and prospects for its development.
9. Strategic planning of social responsibility.
10. Monitoring of social responsibility and its effectiveness.
11. Assessment of social responsibility of business and prospects for its development.
12. Social entrepreneurship: history of formation and modernity
13. Environmental component as an integral part of non-financial (social) reporting.
14. Economic component as an integral part of non-financial (social) reporting.
15. The social component as an integral part of non-financial (social) reporting.
16. Criteria for socially responsible business.
17. CSR programs for small and medium enterprises.
18. Risks of non-financial reporting.
19. International and Ukrainian experience in implementing the principles environmental responsibility.
20. International and domestic legislation on environmental protection environment.
21. Formation of the concept of social responsibility in business.
22. The main periods of formation of the idea of social responsibility of business.
23. Responsible behavior of companies in relation to business partners.
24. Socially responsible relations of business organizations and territorial communities.
25. Internal and external communications on corporate social responsibility.
26. Involvement of owners, shareholders and investors in the determination process social responsibility.
27. Environmental Management and Audit (EMAS).
28. Methods and procedures for the effectiveness of CSR programs.
29. Balanced system of CSR indicators.
30. "For" and "against" social responsibility: basic approaches.

### **Questions for sapocheveriya .**

1. Scientific approaches to defining the essence of social responsibility.
2. Evolutionary-institutional theories of formation of the economic nature of corporate social responsibility.

3. The essence of corporate social responsibility.
4. Social responsibility in the system of sustainable development.

**Topic 2. Conceptual foundations of corporate social responsibility The concept of responsibility in the system of social relations. Locus of control. Social projects and initiatives in the organization.**

### **Questions (tasks) for self-study**

1. Groups of motives for individual and social responsibility
2. Awareness of responsibility.
3. Corporate social responsibility: essence, meaning and constituent elements.
4. Positions on the understanding of social responsibility by different social groups.
5. Levels of social responsibility. Forms of manifestation and realization of social responsibility of business.
6. Implementation measures and forms of corporate social responsibility.
7. Corporate social responsibility: social commitment, social reaction, social sensitivity.
8. Factors influencing the choice of socially responsible behavior of the organization.
9. The benefits of a socially responsible approach to business.
10. Trends in the development of corporate social responsibility at the present stage.
11. Prerequisites for the formation and development of corporate social responsibility.
12. "Open" and "hidden" form of social responsibility.
13. Principles of socially responsible business behavior at the present stage.
14. The main steps of implementation in the practice of socially responsible approach. The main issues to be addressed by the leader in the process of choosing the direction of socially responsible behavior of the organization.
15. Choice of socially useful business.
16. Choosing an initiative to support a socially responsible approach.
17. Development and implementation of the program.
18. Promoting charity.
19. The main tools for implementing a social initiative to promote charity.
20. The main advantages of the company in promoting charity. The main potential problems in the implementation of the initiative "Promotion of Charity".
21. Key success factors for promoting a charity.
22. Charitable marketing. Social marketing. Social marketing action plan.
23. Philanthropy. The main tools of philanthropy. Charitable project. Volunteer work. Socially responsible approaches to doing business.

### **Methodical instructions**

1. Study the links and answer the questions in the form of abstracts.
2. On the basis of the studied links to prepare answers to questions for self-examination.
3. Study literary sources and answer questions on the topic.

### **Topics of abstracts.**

1. Content, methods and objects of corporate social monitoring responsibility.

2. Parameters of corporate social responsibility monitoring.
3. Social reporting as an information base for corporate monitoring social responsibility.
4. The value and content of assessing the effectiveness of social responsibility enterprises.
5. Methods of assessing social responsibility.
6. Key indicators for assessing social effectiveness responsibility.
7. Evolution and components of social responsibility development in Ukraine.
8. The concept of the national strategy of social responsibility of business in Ukraine.
- 9.. Principles and practice of partnership between employers and employees.
10. Workers' rights in the workplace.
11. The need and measure of state regulation of labor relations.
12. The concept of stakeholders .
13. Interaction with stakeholders as a basic principle of social responsibility.
14. Government intervention in the company's activities: domestic and foreign experience.
15. The state of the environment as a global problem.
16. Environmental responsibility as a component of social responsibility.
17. Legislation of Ukraine on environmental protection.
18. Concepts, subjects and forms of social partnership.
19. The relationship between social partnership and social responsibility.
20. Directions of development and increase of efficiency of social partnership in Ukraine.
21. Content, methods and objects of corporate social monitoring responsibility.
22. Parameters of monitoring of corporate social responsibility.
23. Social reporting as an information base for corporate monitoring social responsibility.
24. Evolution and components of the development of social responsibility in Ukraine.
25. The concept of the national strategy of social responsibility of business in Ukraine.
26. The content of the concept of sustainable development.

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2. Parameters of corporate social responsibility monitoring.
3. Social reporting as an information base for corporate monitoring social responsibility.
4. The value and content of assessing the effectiveness of social responsibility enterprises.
5. Methods of assessing social responsibility.
6. Key indicators for assessing social effectiveness responsibility.
7. Evolution and components of social responsibility development in Ukraine.
8. The concept of the national strategy of social responsibility of business in

Ukraine.

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24. Evolution and components of the development of social responsibility in Ukraine.
25. The concept of the national strategy of social responsibility of business in Ukraine.
26. The content of the concept of sustainable development.

### **Topic 3. Strategy of socially responsible behavior of the organization in a market environment.**

Questions for self-study.

1. The classic concept of building a strategy of corporate social responsibility.
2. "Iron Law of Liability".
3. Philosophy of total quality management.
4. Fundamental concepts of corporate social responsibility.
5. Ethics of organizational behavior.
6. Components of ethics of behavior of the organization in the market environment of its operation.
7. 4 main tools for implementing ethics of consumer relations.
8. Reasons for non-compliance with ethical principles of doing business.
9. Tools to improve the ethical behavior of the organization.
10. Requirements for a positive image of the organization.
11. Methods of forming the image of the organization.
12. Principles of cooperation with partners.
13. International legal regulation of labor relations on the basis of corporate social responsibility (CSR).
14. Groups of mechanisms for implementing social partnership.
15. Corporate citizenship.

16. The practice of labor relations through the prism of the concepts of CSR and corporate citizenship in Ukraine.

#### Methodical instructions

1. Study the links and answer the questions in the form of abstracts.
2. On the basis of the studied links to prepare answers to questions for self-examination.
3. Study literary sources and answer questions on the topic.

#### Topics of abstracts and reports.

1. The classic concept of building a strategy of corporate social responsibility.
2. "Iron Law of Liability".
3. Philosophy of total quality management.
4. Fundamental concepts of corporate social responsibility.
5. Ethics of organizational behavior.
6. Components of ethics of behavior of the organization in the market environment of its operation.
7. 4 main tools for implementing ethics of consumer relations.
8. Reasons for non-compliance with ethical principles of doing business.
9. Tools to improve the ethical behavior of the organization.
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#### **Topic 4. Analysis of foreign and domestic practice of corporate social responsibility of business.**

Questions for self-study.

1. Comparative analysis of corporate social responsibility of business.
2. Reporting on corporate social responsibility.
3. Criteria for the effectiveness of corporate social responsibility.
4. Intensification of enterprises' activities for the development of socially responsible business.
5. State regulation of corporate social responsibility of business.
6. GRI Sustainability Reporting Standards.
7. Organizational culture as a component of social responsibility of business.
8. Objective and subjective elements of organizational culture.
9. Objective and subjective organizational culture.
10. The essence and importance of a responsible attitude of the organization to the environment.
11. Models of environmental activities.
12. Forms of state incentives for organizations to take a responsible attitude to the environment.
13. Environmental taxes.
14. Sale of quotas for environmental pollution.
15. Sale of quotas for environmental pollution.
16. Principles of social responsibility in relations with consumers.
17. Stages of the process of forming a component of social responsibility in relations with consumers.

Methodical instructions

1. Study the links and answer the questions in the form of abstracts.
2. On the basis of the studied links to prepare answers to questions for self-examination.
3. Study literary sources and answer questions on the topic.

Topics of abstracts.

1. Comparative analysis of corporate social responsibility of business.
2. Assessment of social responsibility at the macro level.
3. Organization of social responsibility of the enterprise.
4. Qualitative and quantitative indicators of corporate social responsibility.
5. External and internal factors of social responsibility development in Ukraine.
6. Reporting on corporate social responsibility.
7. Criteria for the effectiveness of corporate social responsibility.
8. Intensification of enterprises' activities for the development of socially responsible business.
9. State regulation of corporate social responsibility of business.
10. GRI Sustainability Reporting Standards.
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21. Stages of the process of forming a component of social responsibility in relations with consumers.

## **Module № 2. "Diagnosis of social responsibility and corporate business culture".**

Integrated requirements of the module № 2: be able to assess the degree of impact of corporate social responsibility on the level of business development; be able to use the reputation index and conduct content analysis; be able to analyze the level of development of corporate social responsibility based on the study of non-financial reporting in the field of sustainable development; navigate the institutions and infrastructure of corporate social responsibility; know the concept of national strategy of social responsibility; know the criteria for assessing the accumulated organizational experience in the field of corporate social responsibility and social investment, criteria for assessing the current state of the social responsibility system and criteria for assessing the prospects for the development of the social responsibility system.

### **Topic 1.. Diagnosis of the impact of corporate social responsibility on business development. Approaches to determining the level and activation of corporate social responsibility of business.**

Questions for self-study.

1. The ratio between the amount of investment made by the company to train and improve the skills of its employees, and the capitalization of companies.
2. The relationship between the volume of investment in environmental activities of companies and the market value of shares.
3. The ratio between the investments of companies focused on charitable and social projects, and the market value of shares of these companies.
4. Levels and indicators of corporate social responsibility.
5. Analysis of determining the level of development of corporate social responsibility based on the study of non-financial reporting in the field of sustainable development.

6. Factors hindering the spread of corporate social responsibility.

Methodical instructions

1. Study the links and answer the questions in the form of abstracts.
2. On the basis of the studied links to prepare answers to questions for self-examination.
3. Study literary sources and answer questions on the topic.

Topics of abstracts.

1. The ratio between the amount of investment made by the company to train and improve the skills of its employees, and the capitalization of companies.
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5. Analysis of determining the level of development of corporate social responsibility based on the study of non-financial reporting in the field of sustainable development.
6. Factors hindering the spread of corporate social responsibility.

**Topic 2. State program to support corporate social responsibility of business. Corporate social responsibility monitoring system for key business performance indicators using international non-financial reporting standards.**

Questions for self-study.

1. The concept of national strategy of social responsibility.
2. National strategy for promoting the development of corporate social responsibility in Ukraine.
3. Laws of Ukraine on effective cooperation of public associations and authorities.
4. Formation and problems of implementation of state economic policy.
5. Corruption as an element of reality.
6. Elements of the organizational profile of assessment and monitoring of the system of corporate social responsibility of business.
7. Criteria for assessing the accumulated organizational experience in the field of corporate social responsibility and social investment.
8. The main criteria for assessing the current state of the social responsibility system.
9. Criteria for assessing the prospects for the development of social responsibility.

#### Methodical instructions

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9. Criteria for assessing the prospects for the development of social responsibility.

### **Topic 3. Socially responsible behavior of the organization in interaction with market counterparties. Strategy of socially responsible behavior of the organization in the market environment.**

#### Questions for self-study.

1. The main generators of dirty money.
2. The main ways of laundering dirty money.
3. Fair competition.
4. Functions of the Antimonopoly Committee of Ukraine.
5. Examples of unfair competition.
6. Purchase of steel.

7. Ethical procurement.
8. Procurement with the inclusion of socially responsible indicators.
9. Principles of responsible procurement .
10. Terms of responsible procurement contracts. Forms of monitoring the activities of suppliers.
11. "Iron Law of Liability".
12. Philosophy of total quality management.
13. Fundamental concepts of corporate social responsibility.
14. basic tools for implementing ethics of consumer relations.
15. Reasons for non-compliance with ethical principles of doing business.
16. Tools for improving the ethical behavior of the organization.

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14. basic tools for implementing ethics of consumer relations.
15. Reasons for non-compliance with ethical principles of doing business.
16. Tools for improving the ethical behavior of the organization.

#### **Topic 4. Corporate business culture. Social responsibility and social consciousness of a modern entrepreneur.**

Questions for self-study.

1. Corporate (corporate) style.
2. Corporate holidays, traditions.
3. Entrepreneur-leader style.
4. Rules of conduct in the office.
5. Holding meetings, gatherings.
6. Etiquette of telephone conversations.
7. The relationship of the entrepreneur with the fiscal authorities.
8. Entrepreneur in the labor market (job creation, employment promotion).
9. Environmental consequences of entrepreneurial activity.
10. The impact of entrepreneurial activity on the upbringing of children and adolescents.
11. Charity.

Methodical instructions

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Topics of abstracts.

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8. Entrepreneur in the labor market (job creation, employment promotion).
9. Environmental consequences of entrepreneurial activity.
10. The impact of entrepreneurial activity on the upbringing of children and adolescents.
11. Charity.

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