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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Autonomous Educational Institution of Higher Education

"Moscow Polytechnic University"

(Moscow Poly)

APPROVE
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"30" 05 2022

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"30" 05 2022

WORKING PROGRAM OF THE DISCIPLINE

"Corporate Social responsibility"

Field of study
38.03.02 Management

Educational program (profile)
"Business Process Management"

Qualification (degree)
Bachelor

Form of study
Part-time

Moscow 2022

1. The goals of mastering the discipline

The work program has been updated in accordance with the order of the Ministry of Education and Science of the Russian Federation dated April 5, 2017 No. 301 “On Approval of the Procedure for Organization and Implementation of Educational Activities in Educational Programs of Higher Education - Bachelor's Program, Specialist's Programs, Master's Programs”.

The main objectives of the discipline "Corporate Social Responsibility" is the preparation of bachelors who are able to solve issues of managing the activities of organizations, taking into account all interested participants in the business process, insider opinions; teaching them the basics of business management in the social sphere.

To the main tasks mastering the discipline "Corporate social responsibility" should include:

- assimilation of modern theoretical ideas about business CSR, factors and conditions that ensure the effective formation and management of corporate social responsibility;
- mastering the basics of methodology and methodology in the field of corporate social accounting, audit and reporting;
- acquisition of basic skills of practical work in the field of development and management of corporate social responsibility.

2. The place of the discipline in the structure of the bachelor's program

The discipline "Corporate Social Responsibility" is one of the disciplines of the cycle (B1.2) of the bachelor's degree program. The discipline "Corporate Social Responsibility" is interconnected logically and methodically with the following disciplines of the EP:

In the base part of the cycle (B1.1):

- Fundamentals of management;
- Personnel Management;
- Management of distributed communities.

3.The list of planned learning outcomes for the discipline (module), correlated with the planned results of mastering the educational program.

Professional competencies of graduates and indicators of their achievement:

OPD	Foundation (PS,analysis of the labor market, generalization of experience, consultations with employers)	Code and name of OTF	Codes and namesore functions	Code and name of competence	Code and name of the indicator of achievement of competence
08 Financ e and	08.037 Business analyst	Working with stakeholders	Stakehold er Identificat	**PC-3.** Capable of identifying stakeholders and	**IPK-3.1.**Knows stakeholder theory; theory of

Econo mics			ion	engaging with them	interpersonal and group communication in business interaction; conflict theory; visual modeling languages; theory of risk management; systems theory; the subject area and the specifics of the organization's activities in an amount sufficient to solve the problems of business analysis; organization planning methods. **IPK-3.2.**Can use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and develop a set of measures to minimize them; collect, classify, systematize and ensure the storage and updating of business analysis information; formalize the results of business analysis in accordance with the chosen approaches; determine relationships and dependencies between elements of business analysis information; apply

					information technology to the extent necessary for the purposes of business analysis; analyze internal (external) factors and conditions affecting the organization's activities; analyze the degree of stakeholder involvement; analyze the quality of business analysis information in terms of selected criteria; to analyze the subject area; perform functional decomposition of works; to model the scope and boundaries of work; present business intelligence information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis work. **IPK-3.3.**Owns methods of analyzing the context, organizational structure, business processes in order to identify stakeholders; collecting and registering information about stakeholders; organizing the storage of information about stakeholders and keeping it up to date; analysis and

					classification of stakeholders; developing stakeholder engagement and collaboration strategies; developing stakeholder engagement plans; preparing stakeholders for cooperation (clarification, training); stakeholder engagement and stakeholder monitoring; management of risks caused by interaction with stakeholders.

4. Structure and content of the discipline (module).The volume of discipline and types of educational work.

The total complexity of the discipline is:

- for part-time form 3 credits (108 hours), including 36 hours of classroom lessons (18 lectures, 18 seminars, 72 hours of self-study).

The discipline "Corporate Social Responsibility" is studied at the 3rd year (5th semester).

The form of control is offset.

The structure and content of the discipline are reflected in the appendix.

The content of the sections of the discipline

Topic 1 Interrelation of social policy of the state and corporate social responsibility. Social policy and its tasks. Social policy of the corporate level. The history of the emergence and development of CSR. The main reasons for the intensive development of CSR. Different approaches to the interpretation and evaluation of the concept of socially responsible business. The concept of "corporate selfishness". The concept of "corporate altruism". The theory of enlightened or "reasonable egoism". Theory of socially responsible behavior. Positive and negative aspects of CSR. The essence of the concept of "corporate social responsibility". Model A. Carroll.

Theme 2 Modern practice of corporate social responsibility. American, Western European, Scandinavian, British, Japanese models of corporate social responsibility. Features of the formation of CSR in the Russian business community. Modern system of CSR in corporate management. The essence of corporate governance and the theory of stakeholders. Large company management system. Powers and functions of corporate governance bodies to integrate the principles and technologies of social responsibility. CSR as an important factor in strategic development.

Theme 3 Responsibility and sustainable development of the organization. Elements of CSR. CSR principles. Levels of application of CSR. Risk management in large Russian companies. Ways to reduce non-financial risks.

Internal and external corporate social responsibility. Social policy for employees. Charity, sponsorship, organization and holding of cultural events. Implementation of long-term social programs at the municipal and federal levels.

Theme 4 Non-financial reporting of companies. Internationally accepted CSR standards. Russian CSR standards. International and national competitions of non-financial reports. Profile ratings of companies' social contribution. Criteria for compiling ratings in world practice. Stock indices of social responsibility. Non-stock indices of social responsibility. Russian experience in preparing CSR ratings. Corporate responsibility management and evaluation of its effectiveness.

5. Educational technologies

The methodology for teaching the discipline "Corporate Social Responsibility" and the implementation of a competency-based approach in the presentation and perception of the material provides for the use of the following active and interactive forms of conducting group, individual, classroom classes in combination with extracurricular work in order to form and develop the professional skills of students:

- organizing and conducting current control of students' knowledge in the form of blank testing;
- conducting interviews for students on topics related to the discipline being studied, and designed to determine the amount of knowledge of the student in a particular section, topic, problem, etc.;
- preparation of scientific reports, presentation and discussion of reports with presentations on the results of scientific research at seminars.

5.2. Guidelines for performing independent work in the form of a report

It seems appropriate to master the entire set of issues of corporate social responsibility by each student on the example of a particular company (public joint stock company). At the beginning of the course, after successively held introductory lectures, which give the theoretical aspects of corporate governance and social responsibility, and

consolidation of the seminars passed by those students, they are asked to choose one company from the proposed list - the object of study.

For the chosen object of study, students must collect public data posted on company websites and in the media. The collected material is analyzed in detail on various aspects of corporate social responsibility. The result of studying the lecture material and independent study of a given topic is the design of an analytical note. The information presented in policy briefs is then discussed in workshops. Evaluation is given by both the teacher and the students.

As a result of passing the entire course, students prepare a summary report based on analytical notes. Public defense of the report provides for the preparation of a presentation and a brief report on the main provisions of the study.

1 Requirements for the content of the report

The scientific report is the result of a phased study of the state of the corporate governance system and corporate social responsibility of the selected object - a public joint stock company (corporation). The requirements for the content of the report are educational and research in nature. Based on the results of getting acquainted with each individual topic of the course and mastering the material covered in the seminars, students are given the task of consolidating the acquired knowledge by performing independent analysis. This task is issued in the form of an analytical note. The content of analytical notes prepared on the topics of the course serves as the basis for writing the relevant sections of the report.

2 The structure of the report on the state of corporate social responsibility of the object under study

Topic of the section (analytical note)	Content
1 Characteristics of the company.	Brief history of the company. Mission, company development strategy. Organizational structure of company management. Share capital structure. Information about shareholders. Company capitalization. Internal regulations governing the scope of corporate social responsibility.
2 Key performance indicators of the company in dynamics over the past 3 years. Analysis of the market where the company's products are presented.	Data from annual and quarterly reports, financial statements.
3 Management bodies of the company. Powers, functions and responsibilities of management	Description of the controls. Analysis of competencies in the field of CSR based on organizational and regulatory documents of

bodies for the integration of CSR principles and technologies into the company's activities.	the company
3. Goals, objectives, general principles of the company's activities in the field of CSR. Definition and classification of the company's stakeholders. The main non-financial risks of the company.	Data from annual and quarterly reports, non-financial reporting, company website materials.
4. Priorities of the company in the field of corporate social responsibility (internal and external CSR). 4.1 Social aspect 4.2 Ethics 4.3 Environmental aspect	Information on corporate social responsibility (annual and quarterly reports, non-financial reporting, collective agreement, code of corporate conduct and/or corporate ethics). Rating of CSR and corporate governance. Brief analysis.
5. Author's assessment of the level of corporate social responsibility of the company	Positive and negative characteristics of the state of the company's CSR system based on the study of the selected object
Conclusion	Recommendations for improving the CSR practice of the company in question
List of sources	The list includes all sources used in the work.

6. Evaluation tools for current monitoring of progress, intermediate certification based on the results of mastering the discipline and educational and methodological support for students' independent work.

In the learning process, the following assessment forms of independent work of students, assessment tools for monitoring progress and intermediate assessments are used:

- a control test on the topics covered;
- oral survey / interview within the framework of the topic under consideration
- defense of the report on the results of the study.

6.1. Fund of assessment tools for conducting intermediate certification of students in the discipline (module).

In the learning process, the following assessment forms of independent work of students, assessment tools for monitoring progress and intermediate assessments are used:

Evaluative means of monitoring progress include topics of reports, a report, an oral survey, and a test.

Only students who have completed all types of educational work provided for by the work program of the discipline are allowed to intermediate certification.

When performing current control, it is possible to use test material.Samples of control questions and tasks for conducting current control are given in the appendix. When implementing the undergraduate program, the organization has the right to use e-learning and distance learning technologies. All materials are placed in the LMS of the Moscow Poly (https://lms.mospolytech.ru/).

When teaching people with disabilities, e-learning and distance learning technologies should provide for the possibility of receiving and transmitting information in forms accessible to them

6.1.1. As a result of mastering the discipline (module), the following competencies are formed:

Competency code	As a result of mastering the educational program, the student must have
PC-3	Capable of identifying stakeholders and engaging with them

In the process of mastering the educational program, these competencies, including their individual components, are formed in stages during the development of disciplines (modules), practices by students in accordance with the curriculum and calendar schedule of the educational process.

6.2. Description of indicators and criteria for assessing competencies formed on the basis of the results of mastering the discipline (module), description of assessment scales.

An indicator of competency assessment at various stages of their formation is the achievement by students of the planned learning outcomes in the discipline (module).

PC-3-Ability to identify and engage with stakeholders				
Index	**Evaluation criteria**			
	2	**3**	**four**	**5**
know: the main provisions of the concept of socially-oriented management, the principles of CSR, stakeholder theory, CSR regulation instruments, main CSR	The student demonstrates the complete absence or insufficient compliance of the following knowledge: the basic concepts and principles of CSR, the theory of	The student demonstrates incomplete compliance with the following knowledge: has some understanding of the main aspects and principles; demonstrates an insufficient apparatus	The student demonstrates partial compliance with the following knowledge: owns the conceptual apparatus of the discipline, knows the principles of CSR, the main approaches to interpreting and	The student demonstrates full compliance of the following knowledge with the conceptual apparatus of the discipline, knows the principles of CSR, the main

performance indicators; main prospects for the development of CSR; directions for improving approaches to CSR in Russia and abroad.	stakeholders, the main trends in the development of CSR.	for analyzing activities in the field of CSR, and skills for interpreting social trends based on various theoretical approaches.	evaluating the concept of socially responsible business, distinguishes between elements of CSR, but inaccuracies are allowed, some difficulties in analytical operations.	approaches to interpreting and evaluating the concept of socially responsible business, distinguishes the elements of CSR, easily operates with acquired knowledge when assessing the state of CSR in Russian and foreign models, navigates in a situation of increased complexity.
be able to: describe the elements and stages of development of CSR; explain the essence of various scientific concepts; interpret the features of individual models of responsibility, the features of the relationship between corporate governance and CSR, assess the requirements and interests of various participants in corporate relations in modern conditions.	The student is not able or insufficiently able to explain the main aspects of CSR, analyze the social characteristics of companies in relation to various stakeholders, explain the characteristics of a company's sustainable development	The student demonstrates an incomplete correspondence of the following skills: when explaining the scientific concepts of the social development of business, significant errors are made, there is a lack of description of the features of CSR models, the student experiences significant difficulties in operating skills when transferring them to new situations.	The student demonstrates a partial correspondence of the following skills: makes an analysis of the characteristics of a socially responsible business and explains the features of classical and modern theories of social business development, identifies modern socially significant trends, focuses in the direction of sustainable business development Skills are mastered, but minor errors, inaccuracies, some difficulties in transferring skills to new, non-standard situations are allowed.	The student demonstrates full compliance with the following skills: he is fluent in the analysis of the concepts of social development, characterizes modern manifestations and social changes in terms of CSR, explains the features of sustainable development, reveals a socially significant problem situation. Operates with acquired skills, applies them in situations of increased complexity.
own: skills in analyzing the social sphere of	The student does not know or insufficiently knows	The student has a poor command of the methodology for	The student partially owns the methodology for analyzing global and	The student is fully versed in the methods of

companies' activities, skills in working with documents regulating the sphere of CSR, skills in compiling non-financial reporting according to current standards, skills in identifying current trends in social changes in business, making decisions in socially significant tactical and strategic issues of business development.	the methods of analyzing the state of CSR of an economic entity. He cannot work properly with documents and reporting in the field of CSR, assess modern social changes in business and their relationship with sustainable development in the future.	evaluating the CSR of a business unit, significant errors are made when comparing different levels of social behavior of a business, insufficient skills in analyzing CSR elements, and insufficient knowledge of the basics of analyzing organizational and regulatory documentation. The learner experiences significant difficulties in applying skills in new situations.	Russian trends in the development of CSR, basic CSR management skills; methods for developing a company's strategy and tactics in the field of CSR; basic skills in the development of social policy, the Code of Ethics and the Social Program, but minor errors, inaccuracies, difficulties in analytical operations, transferring skills to modern situations are allowed	analyzing global and Russian trends in the development of CSR, basic CSR management skills; methods for developing a company's strategy and tactics in the field of CSR; basic skills in the development of social policy, the Code of Ethics and the Social Program; methodology for assessing the impact of CSR on the company's reputation; - basic skills in developing corporate social reporting, assessing non-financial risks freely applies acquired skills in situations of increased complexity

Scales for assessing the results of intermediate certification and their description:

Form of intermediate attestation: test.

Intermediate attestation of students in the form of a test is carried out based on the results of performing all types of educational work provided for by the curriculum for a given discipline (module), while taking into account the results of ongoing monitoring of progress during the semester. or "not counted".

Evaluation scale	**Description**
Passed	All types of educational work provided for by the curriculum were completed.

	The student demonstrates the correspondence of knowledge, skills and abilities given in the tables of indicators, operates with the acquired knowledge, skills, skills, applies them in situations of increased complexity. In this case, minor errors, inaccuracies, difficulties in analytical operations, transferring knowledge and skills to new, non-standard situations can be made.
Not credited	One or more types of educational work provided for by the curriculum have not been completed. The student demonstrates incomplete correspondence of knowledge, skills and abilities given in the tables of indicators, significant errors are made, lack of knowledge, skills, skills for a number of indicators is manifested, the student experiences significant difficulties in operating knowledge and skills when transferring them to new situations.

Only students who have completed all types of academic work provided for by the work program in the discipline "Corporate Social Responsibility" (report, oral survey) are allowed to interim certification.

The Evaluation Funds are presented in the Work Program Annex.

7. Educational, methodological and information support of the discipline "Corporate and social responsibility"

a) basic literature:

Corporate social responsibility: a textbook for universities / V. Ya. Gorfinkel [and others]; edited by V. Ya. Gorfinkel, N. V. Rodionova. - 3rd ed., revised. and additional - Moscow: Yurayt Publishing House, 2022. - 490 p. - (Higher education). — ISBN 978-5-534-14561-8. — Text: electronic // Educational platform Urayt [website]. - url:https://urait.ru/bcode/489129

Corporate social responsibility: textbook and workshop for universities / E. M. Korotkov [and others]; edited by E. M. Korotkov. - 2nd ed. - Moscow: Yurayt Publishing House, 2022. - 429 p. - (Higher education). - ISBN 978-5-534-07332-4. — Text: electronic // Educational platform Urayt [website].

b) additional literature:

*Bozhuk, S. G.*Corporate social responsibility: a textbook for universities / S. G. Bozhuk, V. V. Kulibanova, T. R. Teor. — 2nd ed., corrected. and additional - Moscow: Yurayt Publishing House, 2022. - 226 p. - (Higher education). - ISBN 978-5-534-09589-0. — Text: electronic // Educational platform Urayt [website]. - url:https://urait.ru/bcode/490419

*Zavyalova, E. B.*Corporate social responsibility: a textbook for universities / E. B. Zavyalova, Yu. K. Zaitsev, N. V. Studenikin. - Moscow: Yurayt Publishing House, 2022. - 125 p. - (Higher education). - ISBN 978-5-534-08409-2. — Text: electronic // Educational platform Urayt [website]. - url:https://urait.ru/bcode/489994

*Tulchinsky, G. L.*Corporate Social Responsibility: Technologies and Evaluation of Efficiency: Textbook and Workshop for High Schools / G. L. Tulchinsky. - Moscow:

Yurayt Publishing House, 2022. - 338 p. - (Higher education). — ISBN 978-5-534-03469-1. — Text: electronic // Educational platform Urayt [website]. - url:https://urait.ru/bcode/489144

in)software and Internet resources:

- Office applications, Microsoft Office 2013 (or lower) - Microsoft Open License. License No. 61984042

eight. Logistics support of discipline.

Audience for lectures and seminars of the general fund. Training tables with benches, classroom board, portable multimedia complex (projector, projection screen, laptop). Teacher's workplace: table, chair.

9. Guidelines for students when working on lecture notes during the lecture

Lecture - a systematic, consistent, monologue presentation by the teacher of educational material, as a rule, of a theoretical nature. When preparing a lecture, the teacher is guided by the working program of the discipline. In the course of lectures, it is recommended to keep a summary, which will later allow you to recall the studied educational material, to supplement the content during independent work with literature.

You should also pay attention to categories, formulations that reveal the content of certain phenomena and processes, scientific conclusions and practical recommendations, positive experience in oratory. It is advisable to leave fields in the working notes on which to make notes from the recommended literature, supplementing the material of the lecture heard, as well as emphasizing the particular importance of certain theoretical positions.

Lecture conclusions summarize the teacher's reflections on educational issues. The teacher provides a list of used and recommended sources for studying a particular topic. At the end of the lecture, students have the opportunity to ask questions to the teacher on the topic of the lecture. When lecturing on the discipline, electronic multimedia presentations can be used.

Guidelines for students when working at the seminar

Seminars are implemented in accordance with the working curriculum with consistent study of the topics of the discipline. In preparation for the seminars, the student is recommended to study the basic literature, get acquainted with additional literature, new publications in periodicals: magazines, newspapers, etc. In this case, the recommendations of the teacher and the requirements of the curriculum should be taken into account. It is also recommended to refine your lecture notes by making appropriate entries in it from the literature recommended by the teacher and provided by the curriculum. Abstracts should be prepared for presentations on all educational issues submitted to the seminar.

Since the student's activity in seminars is the subject of monitoring his progress in mastering the course, preparation for seminars requires a responsible attitude. In interactive classes, students should be active.

Guidelines for students on the organization of independent work

Independent work of students is aimed at independent study of a separate topic of the academic discipline. Independent work is mandatory for each student, its volume is determined by the curriculum. During independent work, the student interacts with the

recommended materials with the participation of the teacher in the form of consultations. To perform independent work, methodological support is provided. The electronic library system (electronic library) of the university provides the possibility of individual access for each student from any point where there is access to the Internet.

10.Methodological recommendations for the teacher

(Guidelines for making presentations)

A presentation (from the English word - presentation) is a set of color slide pictures on a specific topic, which is stored in a special format file with the PP extension. The term "presentation" (sometimes called "slide film") is associated primarily with the information and advertising functions of pictures that are designed for a certain category of viewers (users).

Multimedia computer presentation is:

- dynamic synthesis of text, image, sound;
- the most modern software interface technologies;
- interactive contact of the speaker with the demonstration material;
- mobility and compactness of information carriers and equipment;
- ability to update, supplement and adapt information;
- low cost.

Rules for the design of computer presentations

General Design Rules

Many designers argue that there are no laws and rules in design. There are tips, tricks, tips. Design, like any kind of creativity, art, like any way of some people to communicate with others, like language, like thought, will bypass any rules and laws.

However, there are certain recommendations that should be followed, at least for novice designers, until they feel the strength and confidence to create their own rules and recommendations.

Font design rules:

- Serif fonts are easier to read than sans-serif fonts;
- Capital letters are not recommended for body text.
- Font contrast can be created through: font size, font weight, style, shape, direction, and color.
- Rules for choosing colors.
- The color scheme should consist of no more than two or three colors.
- There are incompatible color combinations.
- Black color has a negative (gloomy) connotation.
- White text on a black background is hard to read (inversion is hard to read).

Presentation design guidelines

In order for the presentation to be well perceived by the audience and not cause negative emotions (subconscious or completely conscious), it is necessary to follow the rules for its design.

The presentation involves a combination of information of various types: text, graphics, musical and sound effects, animation and video clips. Therefore, it is necessary to take into account the specifics of combining fragments of information of various types.

In addition, the design and demonstration of each of the listed types of information is also subject to certain rules. So, for example, for textual information, the choice of font is important, for graphic information - brightness and color saturation, for their best joint perception, optimal relative position on the slide is necessary.

Consider recommendations for the design and presentation of various types of materials on the screen.

Formatting text information:

- font size: 24-54 pt (headline), 18-36 pt (plain text);
- font color and background color should contrast (the text should be well read), but not hurt the eyes;
- font type: smooth sans-serif font for body text (Arial, Tahoma, Verdana), decorative font can be used for heading if it is legible;
- italics, underlining, bold, capital letters are recommended to be used only for semantic highlighting of a text fragment.

Formatting graphic information:

- drawings, photographs, diagrams are designed to supplement textual information or convey it in a more visual form;
- it is desirable to avoid drawings in the presentation that do not carry a semantic load if they are not part of the style design;
- the color of graphic images should not contrast sharply with the overall style of the slide;
- illustrations are recommended to be accompanied by explanatory text;
- if a graphic image is used as a background, then the text on this background should be well readable.

The content and location of information blocks on the slide:

- there should not be too many information blocks (3-6);
- the recommended size of one information block is no more than 1/2 of the slide size;
- it is desirable to have on the page blocks with different types of information (text, graphs, diagrams, tables, figures) that complement each other;
- keywords in the information block must be highlighted;
- information blocks should be placed horizontally, blocks related in meaning - from left to right;
- the most important information should be placed in the center of the slide;
- the logic of presenting information on slides and in the presentation should correspond to the logic of its presentation.

In addition to the correct arrangement of text blocks, one must not forget about their content - the text. In no case should it contain spelling errors. You should also take into account the general rules for formatting the text.

After creating a presentation and its design, you need to rehearse its presentation and your performance, check how the presentation will look like as a whole (on a computer screen or projection screen), how quickly and adequately it is perceived from

different audience locations, under different lighting conditions, noise accompaniment, in an environment as close as possible to the real conditions of the performance.

The program is compiled in accordance with the Federal State Educational Standard of Higher Education in the field of studybachelors 38.03.02 "Management".

The program was made by:

Head of the Department "Management"
Candidate of Economics, Associate Professor / Alenina E.E. /

senior lecturer of the department "Management" /Borodacheva L.V./

The program was approved at a meeting of the department "Management"
August 29, 2022, Protocol No. 1
Alenina E.E.

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION
"MOSCOW POLYTECHNIC UNIVERSITY"
(MOSCOW POLYTECH)

Area of study: 38.03.02 Management
EP (profile): "Business Process Management"
Form of study: full-time, part-time

Department: "Management"

VALUATION FUND

BY DISCIPLINE Corporate social responsibility

Composition: 1. Passport of the fund of appraisal funds
2. Description of evaluation tools:
Testing;
Defense of a scientific report on a given topic
Oral survey / interview

Compiled by:

Candidate of Economics, Associate Professor Alenina E.E.

Senior lecturer Borodacheva L.V.

Moscow - 2022

Table 1 - Competence level indicator

Corporate Social Responsibility					
38.03.02 "Management" EP "Business Process Management"					
In the process of mastering this discipline, the student forms and demonstrates the following professional competencies:					
Competencies		**List of components**	**Competence formation technology**	**Assessment Tool Form****	**Degrees of levels of development of competencies**
index	**wording**				
PC-3	Ability to identify and engage with stakeholders	**know:**basic concepts, principles, elements, CSR standards, stakeholder theory, connection between corporate governance and CSR, **be able to:**describe and explain the social aspects of business development and the impact of CSR on its competitiveness, compare different levels of business CSR development, assess non-financial risks, analyze, prepare non-financial reporting **own:**methods of analysis of global and Russian trends in the development of CSR; basic skills of current and strategic CSR management; basic skills in the development of social policy, the Code of Ethics and the Social Program; methodology for assessing the impact of CSR on the company's reputation; skills in preparing corporate social reporting in accordance with applicable standards	lecture, independent work, seminars	UO/S, T, SR	**A basic level of** - is able to analyze and evaluate the socially responsible activities of a business unit, prepare non-financial reporting, formulate management decisions at a tactical and strategic level **Enhanced level** -is able to analyze and evaluate the socially responsible activities of a business unit, draw up non-financial reporting, form management decisions at a tactical and strategic level, depending on the requirements of the external environment.

** For abbreviations of forms of evaluation tools, see Annex 2 to the SPM.

List of evaluation tools for the discipline "Corporate social responsibility"

OS number	Name of the evaluation tool	Brief description of the evaluation tool	Presentation of the evaluation tool in the FOS
one	Test (T)	A system of standardized tasks that allows you to measure the level of knowledge and skills of the student on the topics covered.	Fund of test items by topics
2	oral interview, (UO/S)	A means of control, organized as a special conversation between a teacher and a student on topics related to the discipline being studied, and designed to clarify the amount of knowledge of the student in a particular section, topic, problem, etc.	Questions about topics / sections of the discipline: 1. Consideration of current trends in the field of CSR at the global and national level. 2. CSR as a factor in increasing the investment attractiveness of companies. 3. Consideration of the results of a study on the topic: "What qualities of a manager determine the success of corporate charity." (Profile of leadership and professional competencies of managers of CSR programs).
3	Independent work in the form of a summary report (SR)	The product of the student's independent work, which is a summary in writing of the results of the analysis of a certain scientific (educational and research) topic, where the author reveals the state of CSR of the organization under study, as well as his own views on the directions of development of management in the field of CSR.	Independent work of a student involves the study of educational literature, the legal framework, research materials on CSR issues, public data arrays posted on the websites of Russian companies and in the media. In the course of work, based on the analysis of special scientific sources, regulatory documents and the information base of the company-object of research, students must describe the state of the elements of the corporate social policy of the organization under study. Based on the results of independent work, students prepare a scientific report on the topic "Corporate social responsibility of a Russian company (PJSC)" on the selected object of study with a presentation of the main provisions of the report in the Power Point program, which is drawn up as an appendix to the report. At the seminars, scientific reports are defended. Guidelines for performing independent work are detailed in clause 5.2

Fund of test tasks

1. The main condition for the successful maintenance of business activity in modern society is the establishment of constructive social ties.
A) the statement is false;
C) the statement is true.

2. Corporate governance is
A) voluntary activities that are socially oriented and aimed at achieving positive changes in society;
C) management aimed at forming a system of relations between business owners, company management and other stakeholders, regulating the distribution of rights and obligations between them to ensure the performance of the company and respect the interests of all participants in corporate relations;
C) management aimed at achieving the company's performance indicators planned for the current year;
D) there is no correct answer.

3. At present, Russia is characterized by a social policy of the type:
A) paternalism;
C) targeted social system;
C) etatism;
D) there is no correct answer.

4. The main factors influencing the development of CSR are:
A) international competition;
C) the impact of federal and regional authorities on business in the regions of its presence;
C) the quality and effectiveness of corporate governance;
D) all answers are correct.

5. Analysis of the state of corporate governance is an obligatory part in the structure of the annual report of a joint-stock company
A) the statement is false;
C) the statement is true.

6. The document regulating activities in the field of CSR is:
a) the articles of association of the company;
C) Dividend policy;
C) Code of Corporate Conduct;
D) Youth policy.
E) all answers are correct.

7. Conducting a corporate Olympiad by OJSC Uralkali is a manifestation of external corporate social responsibility.

A) the statement is false;
C) the statement is true.

8. Conducting employee satisfaction and engagement surveys by the company is one of the activities aimed at maintaining internal CSR
A) the statement is false;
C) the statement is true.
9. Master classes and practical seminars on the use of mineral fertilizers, held by OJSC Uralkali, are aimed at maintaining:
A) external CSR;
C) internal CSR.

10. For Russia, the priority areas for initiatives in the field of CSR, in contrast to the developed countries of Europe, are:
A) philanthropy
B) volunteer work;
C) disposal and recycling of waste;
D) work with local communities.

11. Charity does not provide for a commercial return that is adequate to the invested social funds.
A) the statement is false;
C) the statement is true.

12. The implementation of the project “Formation of a personnel reserve” in the organizations of the KAMAZ Group is a manifestation of external social responsibility.
A) the statement is false;
C) the statement is true.
13. At what stage of organizational learning of corporate social responsibility do organizations deny their guilt for specific violations and do not recognize their responsibility for their negative consequences?
A) the stage of "following the rules";
C) stage "managerial";
C) stage "defensive";
D) stage "strategic";
E) stage "civilian".
14. What is the name of the form of financial assistance allocated by the company for the implementation of long-term and joint partnership social programs aimed at improving the living standards of various segments of society?
A) a corporate fund;
C) social investment;
C) sponsorship;
D) cash grants;
E) socially significant marketing.

15. The social responsibility of business is manifested by:
A) paying taxes to the health insurance fund;
C) financing by the corporation of environmental protection measures;
C) implementation of charitable actions;
D) socially-oriented policy towards employees of the corporation;
E) All answers are correct.

Questions for preparing for the test in the discipline "Corporate social responsibility"

one. Implementation of social policy as one of the main functions of the state.
2. Models of social policy.
3. Corporate social responsibility. Advantages and disadvantages of socially responsible behavior.
four. Corporate social responsibility as a concept.
5. History of CSR.
6. The concept of "corporate selfishness".
7. The concept of "corporate altruism".
eight. Concept "reasonable selfishness.
9. Basic elements of CSR.
ten. CSR principles.
eleven. Levels of application of CSR.
12. Organizational support of CSR management.
13. Corporate social responsibility and corporate governance.
fourteen. Modern trends and prospects for the development of CSR in Russia.
fifteen. Relationship between CSR and business development strategy.
16. Opportunities, benefits and risks of CSR.
17. The theory of stakeholders.
eighteen. Identification of key CSR issues and “interested parties” (stakeholders) of the company.
19. Factors affecting the role and place of CSR in the systemorganization management.
twenty. Social responsibility in the reputation management system.
21. internal CSR.
22. External CSR.
23. Criteria and indicators of the effectiveness of social programs.
24. Dynamics of charitable activities of Russian companies.
25. Models of interaction between business and government, established in Russian practice.
26. non-financial reporting. Essence and role in the development of CSR.
27. Audit of non-financial reporting.
28. The evolution of non-financial reporting.
29. CSR standards.

thirty. International standards and guidelines in the field of CSR: a comparative analysis.

31. Experience of Russian companies in the field of corporate social reporting.

32. Relationship between Russian and international standards of social responsibility.

33. Best international practices in the field of corporate social reporting.

34. Non-financial reporting competitions at the global and national levels.

35. Profile ratings of companies' social contribution.

36. Socially responsible behavior as the basis for the development of a modern company.

37. Risks of ignoring social responsibility.

38. Corporate social responsibility as a factor in the growth of the company's value.

39. Integration of CSR into corporate governance.

40. The role of the state in the development and maintenance of CSR

41. Methodology for assessing the effectiveness of company management, taking into account the implementation of the interests of participants in corporate relations

42. Corporate responsibility management and evaluation of its effectiveness.

43. Scandinavian model of CSR.

44. Japanese model of CSR.

45. American model of CSR.

46. European model of CSR.

47. Features of the paternalistic model of social policy.

48. The main reasons for the intensive development of CSR.

49. Business ethics: types of responsibility according to A. Carroll's model.

fifty. The Code of Ethics is the regulator of the implementation of responsibility.

The structure and content of the discipline "Corporate social responsibility" in the direction of training 03/38/02 "Management" (bachelor), profile "Business process management",Full-time education

Appendix 3

Chapter	Semester	Semester week	Types of educational work, including independent work of students and labor intensity in hours					Types of independent work of students					Forms of attestation	
			L	F/N	Lab	SRS	DAC	UO/S	abstract	report	Test	K/r	E	Z
1. Lecture 1. Introduction to the subject. Socially responsible state. Social policy, its tasks. Social responsibility at the corporate level. Interrelation of social policy of the state and corporate social responsibility.	5	one	2	0		four	1.							
2. Seminar 1. Consideration of a non-financial report of a large company. Report structure, main sections of the content	5	2	0	four		four	2.							
3. Lecture 2. The history of the emergence and development of CSR. Concepts of socially responsible business. Positive and negative aspects of CSR. The essence of the concept of CSR. Different approaches to the interpretation of the definition. Model A. Carroll.	5	3	2	0		four	3.							
4. Seminar 2. Consideration of requirements for performing independent work. Discussion of the requirements for the performance of the work, the choice of companies-objects of research. Familiarization with a sample scientific report.	5	four	0	four		four	4.	+						

Consideration of current trends in the field of CSR at the global and national level.														
5. Lecture 3. Modern practice of CSR. Foreign experience in the development of CSR. Models of corporate social responsibility. Features of the formation of CSR in the Russian business community.	5	5	2	0		four	5.							
6 Seminar 3. Comparative analysis of CSR models. Acquaintance with general trends in the field of social responsibility of business, taking into account the specifics of CSR in the automotive industry using A. Carroll's pyramid	5	6	0	four		four	6.							
7. Lecture 4. Modern system of CSR in corporate governance. The essence of corporate governance and the theory of stakeholders. The management system of a large company. The powers and functions of corporate governance bodies to integrate the principles and technologies of social responsibility.	5	7	2	0		four	7.							
8. Seminar 4. Corporate governance system in Russian car-building holdings. CSR as a factor in increasing the investment attractiveness of companies.	5	eight	0	four		four	8.	+						
9. Lecture 5. Responsibility and sustainable development of the organization.Elements of CSRPrinciples of CSR, Levels of application of CSR. The concept of non-financial risks.	5	9	2	0		four	9.							

10. Seminar 5. Risk management in Russian companies in the automotive industry. Consideration of the results of the study "KU through the eyes of foreign experts".	5	ten	0	four		four	10.	+						
11 Lecture 6. Organizational support of CSR management. Internal and external CSR.	5	eleven	2	0		four	11.							
12. Seminar 6. Consideration of external and internal CSR on the example of large Russian companies in the automotive industry. Performing a test task on the material covered.	5	12	0	four		four	12.		+					
13. Lecture 7. Non-financial reporting of companies. The essence of non-financial reporting. The evolution of corporate reporting. CSR standards.	5	13	2	0		four	13.							
14.Seminar 7.Public and professional audit (verification) of non-financial reporting. Consideration of the integrated report of the company.	5	fourteen	0	four		four	14.							
15. Lecture 8. International and national competitions of non-financial reports. Profile ratings of the social contribution of companies. Criteria for compiling ratings in world practice.	5	fifteen	2	0		four	15.							
16. Seminar 8.Russian CG and CSR ratings. Control test on the passed material.	5	16	0	four		four	16.			+				
17. Lecture 9. Corporate responsibility management and evaluation of its	5	17	2	0		four	17.							

effectiveness. Methods for evaluating the effectiveness of corporate social policy management.														
18Seminar 9. Protection of reports on the state of CSR in Russian companies based on the results of independent work of students. Reports with demonstration of presentations	5	eightee n	0	fou r			18.		Report Protectio n					
Total			eightee n	36		54		3		one	on e			+

The structure and content of the discipline "Corporate social responsibility" in the direction of training 03/38/02 "Management" (bachelor), profile "Business process management",part-time education

Appendix 3

Chapter	**Semester**	**Semester week**	**Types of educational work, including independent work of students and labor intensity in hours**					**Types of independent work of students**					**Forms of attestatio n**	
			L	**F/N**	**La b**	**SR S**	**DA C**	**UO/ S**	**abstra ct**	**report**	**Tes t**	**K/ r**	**E**	**Z**
1. Lecture 1. Introduction to the subject. Socially responsible state. Social policy, its tasks. Social responsibility at the corporate level. Interrelation of social policy of the state and corporate social responsibility.	5	one	2	0		fou r	1.							
2. Seminar 1. Consideration of a non-financial report of a large company. Report structure, main sections of the content	5	2	0	2		fou r	2.							

3. Lecture 2. The history of the emergence and development of CSR. Concepts of socially responsible business. Positive and negative aspects of CSR. The essence of the concept of CSR. Different approaches to the interpretation of the definition. Model A. Carroll.	5	3	2	0		four	3.						
4. Seminar 2. Consideration of requirements for performing independent work. Discussion of the requirements for the performance of the work, the choice of companies-objects of research. Familiarization with a sample scientific report. Consideration of current trends in the field of CSR at the global and national level.	5	four	0	2		four	4.	+					
5. Lecture 3. Modern practice of CSR. Foreign experience in the development of CSR. Models of corporate social responsibility. Features of the formation of CSR in the Russian business community.	5	5	2	0		four	5.						
6 Seminar 3. Comparative analysis of CSR models. Acquaintance with general trends in the field of social responsibility of business, taking into account the specifics of CSR in the automotive industry using A. Carroll's pyramid	5	6	0	2		four	6.						
7. Lecture 4. Modern system of CSR in corporate governance. The essence	5	7	2	0		four	7.						

of corporate governance and the theory of stakeholders. The management system of a large company. The powers and functions of corporate governance bodies to integrate the principles and technologies of social responsibility.														
8. Seminar 4. Corporate governance system in Russian car-building holdings. CSR as a factor in increasing the investment attractiveness of companies.	5	eight	0	2		four	8.	+						
9. Lecture 5. Responsibility and sustainable development of the organization.Elements of CSRPrinciples of CSR, Levels of application of CSR. The concept of non-financial risks.	5	9	2	0		four	9.							
10. Seminar 5. Risk management in Russian companies in the automotive industry. Consideration of the results of the study "KU through the eyes of foreign experts".	5	ten	0	2		four	10.	+						
11 Lecture 6. Organizational support of CSR management. Internal and external CSR.	5	eleven	2	0		four	11.							
12. Seminar 6. Consideration of external and internal CSR on the example of large Russian companies in the automotive industry.	5	12	0	2		5	12.			+				

Performing a test task on the material covered.														
13. Lecture 7. Non-financial reporting of companies. The essence of non-financial reporting. The evolution of corporate reporting. CSR standards.	5	13	2	0		four	13.							
14.Seminar 7.Public and professional audit (verification) of non-financial reporting. Consideration of the integrated report of the company.	5	fourteen	0	2		four	14.							
15. Lecture 8. International and national competitions of non-financial reports. Profile ratings of the social contribution of companies. Criteria for compiling ratings in world practice.	5	fifteen	2	0		5	15.							
16. Seminar 8.Russian CG and CSR ratings. Control test on the passed material.	5	16	0	2		5	16.			+				
17. Lecture 9. Corporate responsibility management and evaluation of its effectiveness. Methods for evaluating the effectiveness of corporate social policy management.	5	17	2	0		5	17.							
18Seminar 9. Protection of reports on the state of CSR in Russian companies based on the results of independent work of students. Reports with demonstration of presentations	5	eighteen	0	2			18.		Report Protection					

Total			eighteen	eighteen		72		3		one	one			+