

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**Lesya Ukrainka Volyn National University**  
Faculty of International Relations  
Department of International Economic Relations

**SYLLABUS**  
**of the elective educational component**  
**«Ethics and Social Responsibility in International Business»**  
**for the Bachelor's Degree program**

**Syllabus of the Educational Component «Ethics and Social Responsibility in International Business» for Bachelor's Degree Program**

**Prepared by:** Iryna Kytsyuk, PhD in Economics, Associate Professor, Department of International Economic Relations

**Agreed**

Guarantor of the educational and professional program:



(signature) (A. O. Boiar)

**The syllabus of the educational component was approved at a meeting of the Department of International Economic Relations, Protocol No 6 of February 10, 2026.**

Head of the Department:



(Boiar A.O.)

## I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of Indicator	Field of Study, Specialization, Educational and Professional Program, Educational Level	Characteristics of the Educational Component
<b>Full-time Mode of Study</b>	29 International Relations 292 International Economic Relations Educational and Professional Programme “International Business” the first (bachelor's) level of higher education	<b>Elective</b>
<b>Workload / Credits: 150 hours / 5 ECTS</b>		<b>Year of study: 3</b>
		<b>Semester: 5</b>
<b>Individual Research Assignment: Yes</b>		<b>Lectures: 10 hours</b>
		<b>Practical (seminar) classes: 20 hours</b>
		<b>Self-study: 110 hours</b>
		<b>Consultations: 10 hours</b>
		<b>Form of assessment: credit</b>
<b>Language of Instruction:</b> English		

## II. INSTRUCTOR INFORMATION

Full name: Iryna Kytsyuk

Academic degree: PhD in Economics

Academic title: Associate Professor

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Class schedule: <https://ps.vnu.edu.ua/cgi-bin/timetable.cgi>

## III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

### 1. Course Annotation

*The syllabus of the elective educational component «Ethics and Social Responsibility in International Business» has been developed to accommodate the possibility of forming an individual educational trajectory for students at the First (Bachelor's) Level of higher education.*

The course «Ethics and Social Responsibility in International Business» introduces students to the fundamentals of ethical business conduct in the global environment and the role of corporate social responsibility (CSR) in modern business. Students learn how international companies make ethical decisions, which standards and values guide their activities, and how business impacts society, the environment, and various stakeholders.

Special attention is given to practical aspects: ethical dilemmas in international business, examples of responsible behavior by multinational corporations, environmental and social initiatives, and the principles of transparency and integrity. The course also covers contemporary trends, including sustainable development, ethical leadership, human rights compliance, and standards of responsible business conduct in international markets.

By completing the course, students will be able to analyze ethical situations in business, evaluate the social responsibility of companies, and make basic practical conclusions about the impact of business decisions on society and global development.

## 2. Purpose and Objectives of the Educational Component Purpose:

The purpose of the educational component «Ethics and Social Responsibility in International Business» is to develop students' understanding of ethical principles in business and the fundamentals of corporate social responsibility (CSR), as well as to cultivate the ability to assess the behavior of international companies in terms of ethics, responsibility, sustainable development, and societal impact.

The main objectives of the course are to:

- introduce students to the basic concepts of business ethics and ethical standards in international business;
- explain the role of ethical principles in managerial decision-making within global companies;
- clarify the essence of corporate social responsibility and its key areas;
- examine examples of social, environmental, and ethical initiatives undertaken by international companies;
- demonstrate how adherence to ethical standards influences a company's reputation, stakeholders, and competitiveness;
- develop students' ability to analyze simple ethical dilemmas and assess the level of social responsibility in business;
- familiarize students with modern trends in responsible business conduct (sustainable development, ethical leadership, transparency, ESG approaches).

## 3. Soft skills.

Soft Skills Developed within the Educational Component:

### 1. Ethical Thinking:

- ability to identify ethical issues and make responsible decisions;
- capacity to evaluate company behavior in terms of integrity and fairness.

### 2. Analytical Skills:

- analysis of simple cases related to business ethics and corporate social responsibility;
- ability to determine key problems, causes, and consequences of business decisions.

### 3. Communication:

- ability to articulate well-reasoned opinions regarding ethical situations;
- skills in discussing social and environmental issues.

### 4. Teamwork:

- ability to work in groups on cases related to corporate social responsibility;
- collaborative decision-making in situations requiring consideration of diverse perspectives.

### 5. Critical Thinking:

- ability to ask questions, analyze information, and avoid biased conclusions;
- evaluation of the reliability of sources and the transparency of companies in the field of CSR.

### 6. Global Mindset:

- understanding the impact of business on society in an international context;
- awareness of cultural differences in the perception of ethics and social responsibility.

### 7. Digital Literacy:

- basic work with online resources, informational materials, and case studies;
- ability to view, compare, and analyze company communications in a digital environment.

### 8. Social Sensitivity:

- awareness of the importance of human rights, environmental responsibility, and sustainable development;
- ability to identify social and environmental consequences of business activities.

#### 4. Structure of the Educational Component

<b>Titles of Content Modules and Topics</b>	<b>Total</b>	<b>Lect.</b>	<b>Pract. (Sem.)</b>	<b>Self-study</b>	<b>Cons.</b>	<b>Form of Assessment*/ Points</b>
<b>Content Module 1. Fundamentals of Business Ethics and Ethical Conduct of Companies</b>						
Topic 1. The Concept of Business Ethics and Ethical Standards in International Business.	26	2	2	20	2	DS/5
Topic 2. Ethical Dilemmas in the Activities of International Companies.	28	2	4	20	2	DS/5
Topic 3. Corporate Culture and Ethical Values of a Company.	28	2	4	20	2	DS/5; PC/CS/15
Total for the module 1	82	6	10	60	6	30
<b>Content Module 2. Corporate Social Responsibility and Global Standards of Responsible Business Conduct</b>						
Topic 4. Fundamentals of Corporate Social Responsibility (CSR).	38	2	4	30	2	DS/5; SGW/15
Topic 5. Social Responsibility of International Companies and Current Trends.	30	2	6	20	2	DS/5; R/15
Total for the Module 2	68	4	10	50	4	40
<b>Types of Final Assignments:</b>						
Individual Research Assignment (IRA)						30
<b>Total Hours / Points</b>	150	10	20	110	10	100

Form of Assessment\*: DS – discussion, DB – debate, T – tests, TR – training session, PS/CS – problem-solving / case study, IRA/ISW – Individual Research Assignment / Individual Student Work, SGW – small-group work, MTA/TA – module test assignment / test assignment, R – report (essay) as well as analytical memo, analytical essay, literary analysis, etc.

#### 5. Self-Study Assignments\*\*

- Analyze the ethical behavior of the Patagonia brand: describe the values the company promotes and how they are reflected in its activities.
- Explain why Ben & Jerry's is considered a socially responsible company: examine its key social initiatives.
- Study the environmental policy of IKEA: describe the steps the company takes to reduce its environmental impact.
- Analyze how Coca-Cola responds to criticism regarding plastic waste: evaluate the company's actions and communication.
- Examine Apple's approach to user data protection: assess why this is viewed as an ethical business practice.
- Describe the ethical challenges of H&M related to fast fashion: explain the environmental and social risks.
- Analyze Google's responsible initiatives: briefly review one ecological or social program.
- Evaluate how McDonald's introduces eco-friendly solutions: for example, the shift to recyclable packaging.

9. Review a CSR initiative by L'Oréal: identify which social causes the company supports.
  10. Explain how Nova Poshta implements socially responsible projects: examine one real case.
  11. Analyze Monobank's ethical and social support initiatives: charity, transparency, client-focused ethics.
  12. Evaluate how Rozetka implements principles of responsible business: support for Ukrainian producers, ethical communication.
  13. Analyze Microsoft's ethical leadership: identify the ethical principles the company declares.
  14. Examine LEGO's approach to social responsibility: initiatives related to sustainable development and eco-friendly materials.
  15. Explain how Netflix demonstrates social responsibility through its content and corporate policies: diversity, inclusion, cultural support.
- \*\*If desired, the student may choose any other brand for analysis as part of the assignment.

#### **IV. ASSESSMENT POLICY**

##### **Attendance Policy:**

Class attendance is a mandatory component of the assessment and is subject to scoring. In justified cases (e.g., illness, international internship, participation in academic events, etc.), students may attend classes online during this period upon agreement with the instructor and the Dean of the Faculty.

##### **Academic Integrity Policy:**

All written assignments are checked for plagiarism and may be accepted for evaluation only if the amount of properly cited textual borrowings does not exceed 20%. Cheating during continuous assessment or tests (including the use of mobile devices) is strictly prohibited and such work will not be credited. The use of AI tools is permitted only with proper citation of the source.

##### **Deadlines and Resubmission Policy:**

Assignments submitted after the deadline without valid reasons will receive a reduced grade. The resubmission of seminar topics, continuous-assessment tasks, or test assignments is allowed only in the presence of valid reasons (e.g., medical certificate).

Students also have the right to recognition of learning outcomes acquired through **formal, non-formal, and/or informal education.** ([https://hell.your-objectstorage.com/vnustorage/s3fs-public/inline-files/%2B2024\\_%D0%92%D0%B8%D0%B7%D0%BD%D0%B0%D0%BD%D0%BD%D1%8F\\_%D1%80%D0%B5%D0%B7%D1%83%D0%BB\\_%D1%82%D0%B0%D1%82%D0%B2\\_%D0%92%D0%9D%D0%A3\\_i%D0%BC.%D0%9B.%D0%A3.%D1%80%D0%B5%D0%B4.pdf](https://hell.your-objectstorage.com/vnustorage/s3fs-public/inline-files/%2B2024_%D0%92%D0%B8%D0%B7%D0%BD%D0%B0%D0%BD%D0%BD%D1%8F_%D1%80%D0%B5%D0%B7%D1%83%D0%BB_%D1%82%D0%B0%D1%82%D0%B2_%D0%92%D0%9D%D0%A3_i%D0%BC.%D0%9B.%D0%A3.%D1%80%D0%B5%D0%B4.pdf)).

##### **Opportunity to Obtain Additional (Bonus) Points:**

Students may receive bonus points for demonstrating initiative, academic engagement, and a creative approach to mastering the course material. This may include participation in academic events, preparation of analytical or visual materials, completion of optional assignments, active involvement in discussions, and creating content related to the topic of corporate social responsibility.

#### **V. FINAL ASSESSMENT**

A semester credit is a form of final assessment that consists in evaluating the student's mastery of the course material based on the results of all types of planned academic work

completed during the semester.

The credit is awarded on the basis of continuous assessment, provided that the student has completed all types of coursework specified in the syllabus of the educational component. If a student misses certain in-class sessions for valid reasons, they have the right to make up the missed work during consultations and receive the points allocated for the missed topics. On the date of the final credit, the total number of points earned during continuous assessment (on a 0–100-point scale) is entered into the grade record.

If the student earns fewer than 60 points during continuous assessment, they must take the final credit as part of the academic debt elimination process. In this case, all points accumulated during continuous assessment are annulled. The maximum number of points that can be earned during the credit taken for academic debt elimination is usually 100.

On the day of the scheduled final credit within the regular examination session, no additional questioning of the student is allowed, and the student may not submit any additional assignments or coursework required by the syllabus of the educational component.

### **Questions for the Final Credit:**

1. What is business ethics and why is it important for international companies?
2. Which ethical norms and principles are most commonly applied in international business?
3. What is an ethical dilemma? Provide a simple example from business.
4. How does corruption affect the operations of international companies?
5. What is corporate culture and how is it connected to ethics?
6. Which values can form the basis of an ethical corporate culture?
7. What does transparency in a company's activities mean?
8. What is corporate social responsibility (CSR)?
9. What are the main areas of CSR? (social, environmental, economic)
10. How does CSR influence a company's reputation?
11. Give an example of a social or environmental initiative of an international company.
12. What is sustainable development and how is it related to business?
13. Why is it important to consider the interests of stakeholders?
14. What consequences can a company face if it violates ethical norms?
15. How can social media influence the perception of a company's ethical behavior?

#### **Grading scale**

<b>Score in points</b>	<b>Linguistic assessment</b>
90–100	Pass
82–89	
75–81	
67–74	
60–66	
0–59	Fail (retake required)

#### **Scale of assessment of knowledge of students in the specialties "Medicine", "Dentistry", "Pharmacy", "Therapy and Rehabilitation"**

<b>Score in points</b>	<b>Linguistic assessment</b>
170–200	Pass
150–169	
140–149	
130–139	
120–129	

## VI. RECOMMENDED LITERATURE

1. Bamiatzi V., Brieger S.A., Karakulak, Ö. et al. The Rise of Partisan CSR: Corporate Responses to the Russia–Ukraine War. *Journal of Business Ethics*. 2025. Vol. 198. pp. 263–291. DOI: 10.1007/s10551-024-05795-9.
2. Carroll A. B. The three-dimensional corporate social performance model revisited and refreshed. *J. Sustain. Bus.* 2025. 10, 5. <https://doi.org/10.1186/s40991-025-00109-2>.
3. Corporate sustainability and responsibility. *European Commission* : website. URL: [https://single-market-economy.ec.europa.eu/industry/sustainability/corporate-sustainability-and-responsibility\\_en](https://single-market-economy.ec.europa.eu/industry/sustainability/corporate-sustainability-and-responsibility_en).
4. Corporate sustainability due diligence. *European Commission* : website. URL: [https://commission.europa.eu/business-economy-euro/doing-business-eu/sustainability-due-diligence-responsible-business/corporate-sustainability-due-diligence\\_en](https://commission.europa.eu/business-economy-euro/doing-business-eu/sustainability-due-diligence-responsible-business/corporate-sustainability-due-diligence_en).
5. ISO 26000:2010(en) Guidance on social responsibility. *ISO* : website. URL: <https://www.iso.org>.
6. Mahmud A., Ding D. H., & Hasan M. Corporate Social Responsibility: Business Responses to Coronavirus (COVID-19) Pandemic. *SAGE Open*. 2021. Vol 11. No. 1. pp. 1-17. DOI: 10.1177/2158244020988710.
7. Schwab K, Vanham P. (With). Stakeholder Capitalism: A Global Economy that Works for Progress, People and Planet. Hoboken, New Jersey : John Wiley & Sons, Inc., 2021. 304 p.
8. What is stakeholder capitalism? *World Economic Forum* : website. URL: <https://www.weforum.org/stories/2021/01/klaus-schwab-on-what-is-stakeholder-capitalism-history-relevance/>.
9. What is the difference between stakeholder capitalism, shareholder capitalism and state capitalism? *World Economic Forum* : website. URL: <https://www.weforum.org/stories/2021/01/what-is-the-difference-between-stakeholder-capitalism-shareholder-capitalism-and-state-capitalism-davos-agenda-2021/>.
10. World Economic Forum. Measuring Stakeholder Capitalism: Towards Common Metrics and Consistent Reporting of Sustainable Value Creation. *World Economic Forum* : website. URL: [https://www3.weforum.org/docs/WEF\\_IBC\\_Measuring\\_Stakeholder\\_Capitalism\\_Report\\_2020.pdf](https://www3.weforum.org/docs/WEF_IBC_Measuring_Stakeholder_Capitalism_Report_2020.pdf).
11. Кицюк І. В. Імплементация принципів корпоративної соціальної відповідальності в Європейському Союзі. *Ведення сталого бізнесу в Європі* : монографія / Бояр А. О. та ін. ; за ред. А. О. Бояра, В. Й. Лажніка. Луцьк : Вежа-друк, 2025. 292 с. С. 141–209.
12. Кицюк І. В. Війна в Україні як індикатор корпоративної соціальної відповідальності: національний та міжнародний вимір. *Wojna Rosji z Ukrainą i Zachodem* / redakcja naukowa Sergiusz Wasiuta, Tomasz Wójtowicz. Wydawnictwo Naukowe UKEN. Kraków. 2024. 559 s. S. 401–417.
13. Кицюк І. В. Єдиний ринок. Бізнес та промисловість. *Зелений і безпечний Європейський Союз* : монографія / [А. О. Бояр (кер. авт. кол.), І. В. Кицюк, Н. І. Романюк та ін.] ; за ред. А. О. Бояра, В. Й. Лажніка. Луцьк : Вежа-друк, 2023. 592 с. С. 179–207.
14. Кицюк І. В. Інтеграція корпоративної сталості та відповідальності у стратегічне планування міжнародного бізнесу: аналітичний підхід. *Бізнес-навігатор*. 2025. № 6(83). С. 625–631. DOI: <https://doi.org/10.32782/business-navigator.83-99>.
15. Кицюк І. В. Стратегічні орієнтири розвитку корпоративної соціальної відповідальності у XXI столітті в контексті глобалізації та міжнародного бізнесу. *Успіхи і досягнення у науці* (Серія «Право», Серія «Освіта», Серія «Управління та

адміністрування», Серія «Соціальні та поведінкові науки»). № 11(21), 2025. С. 1254–1268. DOI: [https://doi.org/10.52058/3041-1254-2025-11\(21\)-1255-1268](https://doi.org/10.52058/3041-1254-2025-11(21)-1255-1268).

16. Кицюк І. В. Оцінка ефективності корпоративної соціальної відповідальності через ESG-рейтинги. *Успіхи і досягнення у науці* (Серія «Право», Серія «Освіта», Серія «Управління та адміністрування», Серія «Соціальні та поведінкові науки»). № 10(20), 2025. С. 936–946. DOI: [https://doi.org/10.52058/3041-1254-2025-10\(20\)-934-946](https://doi.org/10.52058/3041-1254-2025-10(20)-934-946).

17. Кицюк, І., Науменко, Н., & Присяжнюк, В. Європейський зелений курс: можливості та наслідки для українського бізнесу. *Економіка та суспільство*. 2023. (56). <https://doi.org/10.32782/2524-0072/2023-56-87>.

18. Кицюк, І., & Ковальчук, І. Програми Європейського Союзу з підтримки та стимулювання малого та середнього бізнесу України. *Науковий вісник Полтавського університету економіки і торгівлі*. Серія «Економічні науки». 2023. (4 (110), 69-73. <https://doi.org/10.37734/2409-6873-2023-4-10>.

19. Кицюк І.В., Бояр А.О. Принципи глобального договору ООН в системі корпоративної соціальної відповідальності: аналіз ефективності українських компаній. *Інфраструктура ринку*. 2022. № 67. URL: <http://www.market-infr.od.ua/uk/67-202>.

20. Кицюк І. В. Аналіз інституційних передумов розвитку корпоративної соціальної відповідальності в Україні. *Економіка та суспільство*. 2021. № 28. DOI: <https://doi.org/10.32782/2524-0072/2021-28-25>.

21. Кицюк І. В. Корпоративна соціальна відповідальність та конкурентні переваги бізнесу в глобальному економічному середовищі. *Науково-виробничий журнал «Держава та регіони»*. Серія: Економіка та підприємництво. 2020. № 2 (113). URL: [http://www.econom.stateandregions.zp.ua/journal/2020/2\\_2020/4.pdf](http://www.econom.stateandregions.zp.ua/journal/2020/2_2020/4.pdf).