



Faculty: FACULTY OF TELECOMMUNICATIONS AND MANAGEMENT

Department: INFORMATION TECHNOLOGY

Professional Field: COMMUNICATION AND COMPUTER EQUIPMENT

Specialty: COMPUTER ADMINISTRATION OF SOFTWARE APPLICATIONS

Educational-qualification degree: PROFESSIONAL BACHELOR

LEARNING COURSE DESCRIPTION

1. Course title: CORPORATE SOCIAL RESPONSIBILITY

2. Course code: P.17.032.2

3. Type of the course: Elective

4. Level: Professional bachelor

5. Year of study: Second

6. Semester: Forth

7. Number of credits: 3

8. Name of the lecturer: Assoc. Prof. Ivaylo Tsvetanov Stoyanov, PhD, Assist. Prof. Gergana Dimcheva, PhD

9. Course learning outcomes:

The aim of the course is to provide students with a classified format of basic knowledge concerning the theory and methodology of social responsibilities in corporate world. The training covers the relationship between corporate social responsibility, social impact and social innovations, as well as the relation between corporate social responsibility and new business opportunities. That is of key importance for successful activity in this field.

Students who have completed their coursework must acquire:

Basic knowledge of the content and significance of the concept of social responsibility

Practical skills for distinguishing the different types of social responsibility, for planning and implementing the strategy for corporate social responsibility.

Competencies: After the successful completion of the course students should have acquired the fundamental methodological and practical aspects for planning, preparation and conducting a corporate social responsibility campaign.

10. Teaching methods:

The teaching method is in lecture and discussion form, according to the specifics of the subject matter. Emphasis is placed on KSR issues, using multimedia.

11. Prerequisites:

Students should have a thorough knowledge of Presentation and communication skills, Digital communications, Fundamentals of economics, Digital economics.

Courses in the discipline are Large data set management systems, Geographic information systems.

12. Course contents:

The course deals with topical topics related to the initiatives that can bring shared value to both society and business. Students will learn how corporate social responsibility is realized in corporations, what are the critical elements of such an initiative and how it is reported and reflected.

13. Bibliography

Basic literature:

1. Пейчева, М., Вейсел, А., Динева, А., Корпоративна социална отговорност - теория, отчетност и одит, София, 2016.
2. Драмалиева, В. Бизнес етиката в съвременния мениджмънт, УНСС, София, 2018.
3. Кунев, С. Корпоративна социална отговорност: проблемни области и практики, Primag, Русе, 2015.
4. Стоянов, И. Управление на човешките ресурси. "Авангард прима", 2017.
5. Стоянов, И. Бизнес комуникации и връзки с обществеността. "Авангард прима", 2014.

Additional literature:

1. Цанов, И. Корпоративна социална отговорност: учебно помагало, София: Сдружение "Българска асоциация на конфликтолозите", 2016.
2. <http://www.novavizia.com/korporativna-socialna-otgovornost>
3. <http://www.unwe.bg/uploads/Alternatives/8-Slavova.pdf>

14. Assessment methods and criteria:

The course ends with an *ongoing assessment*. The student's individual and team work is taken into account during the semester - ongoing control during lectures and seminars.

1. Requirements for forming the six-point rating system

The course grade is formed by a point system, the maximum number of points students can receive is 100 (see Table 1). They are formed by one practical assignment, developed in a team of several students, assigned by the lecturer of the course (according to the topics of the syllabus) and two assignments in the seminars - presentation of course work (at the choice of the student from the specified directions, ie topics and a practice for learning. With the assessment that is formed by the resulting sum of points (from lectures and exercises), ie. with ongoing control, the student is formed according to pre-announced criteria.

2. Formation of the final assessment

Forming an assessment in the training course at each of the above stages, according to the points obtained and their ranking according to the six-point system is given in Table 1.

Table 1.

Number of points	Assessment According to the 6-point Scale System
0 – 20	Fail 2 (F)
20 – 39	Fail 2 (FX)
40 – 49	Satisfactory 3.00 (E)
50 – 59	Satisfactory 3.00 (D)
60 – 69	Good 4.00 (C)
70 – 84	Very good 5.00 (B)
85 – 100	Excellent 6.00 (A)

15. Language of instruction: *Bulgarian*