

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL AVIATION UNIVERSITY
 Faculty of Transport, Management and Logistics
 Management of Foreign Economic Activity of Enterprises Department

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 «__» _____ 2021

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 «__» _____ 2021




Quality Management System

COURSE TRAINING PROGRAM
 on
“Business Ethics and Corporate Social Responsibility”

Educational Professional Program: “Management of Foreign Economic Activity”
 Field of study: 07 “Management and Administration”
 Specialty: 073 “Management”

Form of study	Semester	Total (hours / ECTS credits)	Lectures	Practicals	Self-study	HW/ CGP/C	TP/CPr	Form of semester control
Full-time	6	105/3,5	34	17	54		-----	offset – 6 s.

Index CM-7-073-2/21 № ECB-7-073-2/21-2.1.12, ECB-7-073-5/21-2.1.12, ECB-7-073-3/21-2.1.12, ECB-7-073-4/21-2.1.12

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The Course Training Program on “Business Ethics and Corporate Social Responsibility” is developed on the basis of the Educational Professional Program “Management of Foreign Economic Activity”, Bachelor Curriculum № CM-7-073-2/21 № ECB-7-073-2/21-2.1.12, ECB-7-073-5/21-2.1.12, ECB-7-073-3/21-2.1.12, ECB-7-073-4/21-2.1.12 for the Specialty 073 “Management” and corresponding normative documents.

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The Course Training Program was discussed and approved by the Graduate Department for Educational Professional Program “Management of Foreign Economic Activity”, Specialty 073 “Management” – Management of Foreign Economic Activity of Enterprises Department, Minutes № 10 of 07.06.2021.

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« ___ » _____ 2021.

Document level – 3b


The Planned term between revisions – 1 year

Master copy

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INTRODUCTION

The Course Training Program (CTP) on “ Business Ethics and Corporate Social Responsibility” is developed based on the “Methodical guidelines for the development and design of the course training program of the subject of full-time and part-time study”, approved by the order of the rector № 249 / unit. of 29.04.2021 and corresponding regulatory documents.

1. EXPLANATORY NOTES

1.1. Place, purpose, tasks of the subject.

This subject is given is a 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 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 appropriate professional competencies that ensure the formation of socially responsible behavior.

The tasks of studying the subject are:

- formation of system thinking of managers of different levels on the basis of the newest 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. Learning outcomes the subject makes 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 definition and normative fixing of basic 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;
- to substantiate innovative approaches to information support of the system of control of use of resource potential of business entities and public sector bodies, taking into account the business development strategy;
- to carry out public business communications in order to solve communicative tasks;
- adhere to the norms of professional ethics, maintain a balanced relationship with team members (team), consumers, contractors, contact audiences.

1.3. Competences the subject makes it possible to acquire

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

- knowledge of the main trends and features of the development 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 the collection and evaluation of information on corporate social responsibility for decision-making and the 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;

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- 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.

1.4. Interdisciplinary connections

The discipline "Business Ethics and Corporate Social Responsibility" is based on knowledge of such disciplines as: "Operational Management", "Management of economic activity of enterprises", "Microeconomic analysis and management" and is the basis for the study of such disciplines as: innovation management ", " Management of export-import operations ", " Office management "and others.

2. COURSE TRAINING PROGRAM ON THE SUBJECT

2.1. The subject content

The teaching material of the subject is structured according to the modular principle and consists of two educational modules, namely: teaching module No. 1 "Fundamentals of Social Responsibility" and teaching module No. 2 "Diagnosis of Social Responsibility and Corporate Business Culture", each of which is logically complete, relatively self-contained, integral part of the academic subject, the acquisition of which requires the conduct of modular control work and analysis of the results of its implementation.

2.2. Modular structuring and integrated requirements for each module

Module № 1. "Fundamentals of social responsibility"


Integrated requirements of the module № 1: to master theoretical (basic) knowledge on 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 indices 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 the formation of the domestic model of corporate social responsibility of business.

Scientific approaches to defining the essence of social responsibility. Evolutionary-institutional theories of forming the economic nature of corporate social responsibility. The essence of corporate social responsibility. Social responsibility in the system of sustainable development. Types of social responsibility. Grounds for social responsibility. Principles of social responsibility. Pyramid of corporate social responsibility. Models of corporate social responsibility. Theoretical approaches and concepts of corporate social responsibility of business. Subjects of corporate social responsibility. Reflective, practical and participatory attributes of corporate social responsibility. Directions of corporate social responsibility of business in Ukraine. Classification of basic approaches to corporate social responsibility of business. Stages of development of corporate social responsibility of business. Voluntary socially responsible business commitments. The essence and components of corporate social responsibility of business.

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.

Pyramid of A. Carroll. Groups of motives for individual and social responsibility community. Awareness of responsibility. Corporate social responsibility: essence, meaning and constituent elements. Positions on the understanding of social responsibility by different social groups. Levels of social responsibility. Forms of manifestation and realization of social responsibility of business. Implementation measures

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forms of corporate social responsibility. Corporate social responsibility: social commitment, social response, social sensitivity. Factors influencing the choice of socially responsible behavior of the organization. Advantages of a socially responsible approach to business. Trends in corporate social responsibility at the present stage. Prerequisites for the formation and development of corporate social responsibility. "Open" and "hidden" form of social responsibility. Principles of socially responsible business behavior at the present stage.

The main steps of implementation in the practice of the organization of socially responsible approach. The main issues that must be addressed by the manager in the process of choosing the direction of socially responsible behavior of the organization. Choice of socially useful business. Choosing an initiative to support a socially responsible approach. Development and implementation of the program. Promotion of charity. The main tools for implementing a social initiative for promotion

charity. The main advantages for the company to promote charity. The main potential problems in the implementation of the initiative "Promotion of charity". Key success factors for promoting a charity. Charity marketing. Social marketing. Plan for social marketing activities. Philanthropy. Basic tools

implementation of philanthropy. Project for the implementation of philanthropic activities. Volunteer work. Socially responsible approaches to doing business.

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

Concepts of building a strategy of socially responsible behavior of the organization in a market environment. Four models of behavior of the organization in relation to social responsibility. The classic concept of building a strategy of corporate social responsibility. "Iron Law of Liability". Philosophy of total quality management. Fundamental concepts of corporate social responsibility. Ethics of organizational behavior. Four modern ethical business concepts:

utilitarianism, respect for human rights, justice and a new business model. Components of the ethics of the organization's behavior in the market environment of its operation. 4 basic tools for implementing ethics of consumer relations.


Reasons for non-compliance with the ethical principles of doing business. Tools to increase the ethical behavior of the organization. The image of the organization as a basic component of socially responsible behavior of the organization. Requirements for a positive image of the organization. The process of image formation includes three stages. Methods of forming the image of the organization. Components of internal and external corporate social responsibility. Financing of corporate social responsibility. Internal and external social environment of business. Social partnership. Principles of cooperation with partners. Ensuring decent work in the system of corporate social responsibility (CSR). International legal regulation of labor relations based on corporate social responsibility (CSR). Groups of mechanisms for implementing social partnership. Corporate citizenship. The practice of labor relations through the prism of the concepts of CSR and corporate citizenship in Ukraine.

Topic 4. Analysis of foreign and domestic practice of corporate social responsibility of business.

Analysis of the state regulation of corporate social responsibility of business. Formation of components of socially responsible behavior of the Organization.

The essence of the concept of corporate social responsibility. Basic business models of social responsibility. Anglo-Saxon business model. Continental business model. Comparative analysis of corporate social responsibility of business. Assessment of social responsibility at the macro level. Organization of social responsibility of the enterprise. Qualitative and quantitative indices of corporate social responsibility.

External and internal factors of social responsibility development in Ukraine. Corporate social responsibility reporting. Criteria for the effectiveness of corporate social responsibility. Intensification of enterprises' activity on development of socially responsible business. State regulation of corporate social responsibility of business. GRI Sustainability Reporting Standards. Organizational culture as a component of social responsibility of business. Objective and subjective elements of organizational culture. Objective and subjective organizational culture. Stages of formation of organizational culture. The essence and significance of a responsible attitude of the organization to the environment. Models of environmental activities. Forms of state incentives for organizations to

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responsible attitude to the environment. Environmental taxes. Sale of quotas for environmental pollution. Sale of quotas for environmental pollution. Principles of social responsibility in relations with consumers. 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 in 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.

Socially responsible investments. Sources of value added. Assessing the degree of impact of corporate social responsibility on the level of business development. The relationship between the amount of investment directed by the company for training and professional development of its employees, and the capitalization of companies. The relationship between the amount of investment in environmental activities of companies and the market value of shares. The relationship between investments of companies aimed at charity and social projects, and the market value of shares of these companies. Factors of efficiency of functioning of CSR tools in management of the organization. Reputation index and content analysis. Levels and indicators of business social responsibility. 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. Factors that prevent the spread of corporate social responsibility.


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

Institutions and infrastructure of corporate social responsibility. The concept of the national strategy of social responsibility. National strategy to promote the development of corporate social responsibility in Ukraine. Laws of Ukraine on effective cooperation of public associations and authorities. The mechanism of effective interaction between the state and business. Formation and problems of realization of the state economic policy. Corruption as an element of reality. Elements of organizational profile for evaluation and monitoring of the system of corporate social responsibility of business. Criteria for evaluating the accumulated organizational experience in the field of corporate social responsibility and social investment. The main criteria for assessing the current state of the social responsibility system. Criteria for assessing the prospects for the development of the social responsibility system.

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.

Fight against money laundering. The main generators of dirty money. Basic ways to launder dirty money. Fair competition. Functions of the Antimonopoly Committee of Ukraine. Examples of unfair competition. Steel purchases. Ethical procurement. Procurement with the inclusion of socially responsible indicators. Principles of responsible procurement. Terms of responsible procurement contracts. Forms of monitoring the activities of suppliers. Concepts of building a strategy of socially responsible behavior of the organization market environment. Four models of behavior of the organization in relation to social responsibility. The classic concept of building a strategy of corporate social responsibility. "Iron Law of Liability". Philosophy of total quality management. Fundamental concepts of corporate social responsibility. Ethics of organizational behavior. Four modern ethical concepts of business: utilitarianism, respect for human rights, justice and a new business model. Components of the ethics of the organization's behavior in the market environment of its operation. 4 basic tools for implementing ethics of consumer relations.

Reasons for non-compliance with the ethical principles of doing business. Tools to increase the ethical behavior of the organization. The image of the organization as a basic component of socially responsible

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behavior of the organization. Requirements for a positive image of the organization. The process of image formation includes three stages. Methods of forming the image of the organization.


Topic 4. Corporate business culture. Social responsibility and social consciousness of the modern Entrepreneur.

The essence and content of the concept of "corporate culture". Types of corporate cultures. Corporate (corporate) style. Corporate holidays, traditions. Entrepreneur-leader style. Etiquette of business and official relations The general concept of business etiquette and etiquette of official relations. Rules of conduct in the office. Holding a meeting, meeting. Etiquette of telephone conversations.

Basic approaches to determining business responsibility. The concept and content of social responsibility of entrepreneurship. Participation of entrepreneurs in solving social and socially significant tasks and problems. The relationship of the entrepreneur with the fiscal authorities. Entrepreneur in the labor market (job creation, employment promotion). Environmental consequences of entrepreneurial activity. The impact of entrepreneurial activity on the upbringing of children and adolescents. Charity.

2.3. Training schedule of the subject

№	Topic (thematic section)	Total, hours			
		Total	Lectures	Practicals	Self-study
1	2	3	4	5	6
6 semester					
Module № 1 « Business Ethics and Corporate Social Responsibility »					
1.1.	Historical and modern conditions for the formation of the economic nature of corporate social responsibility. Features of the formation of the domestic model of corporate social responsibility of business.	12	2 2	2	6
1.2.	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.	12	2 2	2	6
1.3.	Strategy of socially responsible behavior of the organization in the market environment.	12	2 2	2	6
1.4.	Analysis of the state regulation of corporate social responsibility of business. Formation of components of socially responsible behavior of the Organization.	12	2 2 2	2	6
1.5.	Modular control work № 1	2		1	1
Total for the module № 1		52	18	9	25
Module № 2. "Diagnosis of social responsibility and corporate business culture"					
2.1.	Diagnosis of the impact of corporate social responsibility on business development. Approaches to determining the level and activation of corporate social responsibility of business.	11	2 2	2	5
2.2.	State program to support corporate social responsibility of business. The system of monitoring corporate social responsibility for key indicators of business efficiency using international standards of non-financial reporting.	11	2 2	2	5
2.3.	Socially responsible behavior of the organization in interaction with market counterparties. Strategy of socially responsible behavior of the organization in the market environment.	12	2 2	2	6

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2.4.	Corporate business culture. Social responsibility and social consciousness of the modern Entrepreneur.	10	2 2	1	4
2.6.	Module test № 2	2		1	1
2.5.	Carrying out the homework	8	-		8
Total for the module № 2		53	16	8	29
Total for the subject		105	34	17	54

2.4. Home work

Homework is performed in the sixth semester, in accordance with the approved methodological guidelines, in order to consolidate and deepen the theoretical knowledge and skills of the student in the studying the subject.

Homework is performed by the student individually in accordance with the topics offered by the teachers of the department.

The time required to complete homework is 8 hours.

3. BASIC CONCEPTS OF GUIDANCE ON THE SUBJECT

3.1. Teaching methods

It is recommended to use the following teaching methods during mastering the subject:

- explanatory and illustrative method;
- method of problem presentation;
- reproductive method;
- research method.

The implementation of these methods are carried out during lectures, practicals, independent problem solving, work with educational literature, etc.

3.2. List of references

Basic literature

3.2.1. Diagnostics of the state and prospects of social responsibility development in Ukraine (expert assessments): monograph / OF Novikova, MS Deich, OV Pankova, etc .; HAH of Ukraine, Inst. Of Industrial Economics. - D., 2013. - 296 p .;

3.2.2. Shtuler I. Yu. Transformatsiia natsionalnoi ekonomichnoi sistemy na innovatsiinykh zasadakh: monografiia BH3 ”Nat. acad. upr.” - K .: Naц. akad. upr., 2016. - 359 c .;

3.2.3. Corporate social responsibility: models and management practice: textbook / Saprykina MA, Lyashenko O., Saensus MA, Misko GA, Zinchenko AG; for science. ed. Doctor of Economics, Professor, Assoc. leader. of Science and Technology of Ukraine Redkina OS - K .: Painted Letter LLC, 2011. - 480 p .;

3.2.4. Corporate social responsibility: textbook / O. Gyryk, O. Denis, O. Dubovyk, I. Zherybylo, A. Zinchenko, N. Reverchuk, M. Saprykina, R. Semiv, Z. Skrynnyk, K. Te-lyuk; for ed. Dr. Econ. Sciences, Prof. T.S. Smovzhenko, Dr. of Economics. Sciences, Prof. AND I. Forge-tsovoy. - K .: УБС НБУ, 2009. - 214 c .;

3.2.5. Kotler F.N. Corporate social responsibility. How to do as much good as possible for your company and society / Per. from English S. Yarinich. - K .: Standart, 2005. - 302 p .;


3.2.6. Okhrimenko OO, Ivanova TV Social responsibility. Teaching way. // National Technical University of Ukraine "Kyiv Polytechnic Institute". - 2015. - 180 p.

Internet information resources

3.2.7. Petroe OM Social dialogue as an instrument of formation of corporate social policy: [monograph] / O.M. Peter. - Kyiv: Center for Educational Literature, 2012. - 152 p .;

3.2.8. Kurinna I., Malyarchuk V., Saprykina M., Suprunyuk M., Tpery6 O. Transparency and corporate social responsibility. - K .: Polygraphy "Euston", 2015. - 47 p .;

3.2.9. KCB Manual. Basic information on corporate social responsibility / Col. author: Lazorenko O., Kolyshko R. and others. - Kyiv: Energia Publishing House, 2008 - 96 pages;

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3.2.10. Bebyk V. State and civil society: partner communications in the global world: teaching method. manual / V. Bebyk, V. Bortnikov, L. Degtereva, A. Kudryachenko. - Kyiv: Institute of Civil Society, 2006. - 248 p. ;

3.2.11. Grishchuk VK Social responsibility. Textbook - L. : Lviv University of Internal Affairs - 2012. - 152 p. ;

3.2.12. Non-financial reporting: a tool for socially responsible business. Vorobey V., Zhurovska I. – K. : FOP Kostyuchenko OM - 2010.– 77 p. ;

3.2.13. Petrashko LP Corporate responsibility: cross-cultural models and business practices: a monograph. - K. : KHEY, 2013. - 372 c.

3.3.1. Business and social responsibility. Complete lessons. - Access mode: <http://school.xvatit.com/index.php>;

3.3.2. Ministry of Economy of Ukraine [Electronic resource]: official site. - Access mode: <https://www.me.gov.ua/News/Detail?lang=uk-UA&id=8baf7d2c-af65-4af7-af48-e1160084e828&title=VUkrainiSkhvalenoKontseptsiuRozvitkuSotsialno-idponesalnogo>;

3.3.3. State Statistics Service of Ukraine [Electronic resource]: official site. - Access mode: <http://www.ukrstat.gov.ua>.

4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. Grading of different kinds of academic activities performed by a student and acquired knowledge and skills are realized in values in line with Table 4.1.

Table 4.1

Kind of Academic Work	Maximum Grade Values	Kind of Academic Work	Maximum Grade Values
6 semester			
Module № 1		Module № 2	
Kind of academic work	Grade values	Kind of academic work	Grade values
Carrying out tasks on practicals	5 points × 2 = 10	Carrying out tasks on practicals	5 points × 2 = 10
Carrying out test tasks	10 points × 2 = 20	Carrying out test tasks	5 points × 2 = 10
		Carrying out the Homework	10 points
<i>For admission to complete module test №1, a student must receive not less than</i>	<i>18 points</i>	<i>For admission to complete module test №2, a student must receive not less than</i>	<i>18 points</i>
Carrying out Module Test №1	10	Carrying out Module Test №2	10
Total by the Module №1	40	Total by the Module №2	40
Total by the Modules №1, №2			80
Semester examination			20
Total by the subject			100

4.2. The completed curricular activity is accounted enrolled student if the student received for them a positive rating.

4.3. The sum of grades received by the student for certain types of completed educational work is the Current Module Grade, which is entered into the Module Register.

4.4. Total Semester Grade equals to the sum of the Semester Module Grade and the Examination Grade, which is transferred in grades of National Scale and ECTS grades.

4.5. The Total Semester Grade is entered into the Examination Register, educational cards and into a student's record book in values, National Scale grades, and ECTS Scale grades, for example: **92/Excellent/A, 87/Good/B, 79/Good/C, 68/Sat./D, 65/Sat./E**, etc.

4.6. The Total Grade is equalled the Total Semester Grade. The Total Semester Grade is entered into the Diploma Supplement.



(Ф 03.02–01)

АРКУШ ПОШИРЕННЯ ДОКУМЕНТА

№ прим.	Куди передано (підрозділ)	Дата видачі	П.І.Б. отримувача	Підпис отримувача	Примітки

(Ф 03.02–02)

АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ

№ пор.	Прізвище ім'я по-батькові	Підпис ознайомленої особи	Дата ознайомлення	Примітки

(Ф 03.02–04)

АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02–03)

АРКУШ ОБЛІКУ ЗМІН

№ зміни	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульованого			

(Ф 03.02–32)

УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				