

MANAGEMENT OF CORPORATE SOCIAL RESPONSIBILITY
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[GENERIC CORE]

Semester: V	Credits:03	Subject Code: BB52204	Lectures: 48
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Course Outcomes

At the end of the course the learner will be able to:

- Illustrate the concept and process of CSR and its applications.
- Analyze the legal aspect for implementing CSR and develop decision-making ability in present-day Management
- Develop an understanding about the contribution of CSR for the sustainable development of Society
- 4. Appraise the roles and responsibilities of various stakeholders in CSR activities.

Unit 1: Introduction to CSR

12

- Meaning and Definition
- Evolution of CSR in India
- Need for CSR
- Approaches to CSR
- Types of Social Responsibility
- Benefits of CSR
- CSR Principles and Strategies
- Concept of Charity
- Corporate Philanthropy
- Relation between CSR and Corporate Governance
- Argument for and Against CSR
- Management of Corporate Social Responsibility- Case Studies

Unit 2: Models of Corporate Social Responsibility and Sustainability

12

- Models of CSR
- Carroll's Model of CSR,
- Trusteeship, Stakeholders,
- Ethical Model, Statist Model, Liberal Model
- International Framework of CSR
- Sustainability
- Concept , Need and Importance
- CSR and Sustainability
- Sustainability and Stakeholders Management,
- Environment as a pillar of Sustainability



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- Sustainable Development Goals

Unit 3: CSR Legislation

12

- Indian CSR Laws
- CSR under Section 135 of Companies Act,
- Scope of CSR Activities under Schedule VII,
- Appointment of Independent Directors on Board
- Computation of Net Profit's implementation in India
- Government Commandments for CSR
- CSR Policy

Unit 4: Corporate Strategy – A Stakeholder Perspective

12

- Stakeholders
- Introduction and Classification
- Stakeholders model
- Role of Public Sector in Corporate, Government programmes that encourage voluntary responsible action of corporate
- Role of Nonprofit & Local Self-Governance in implementing CSR
- CSR Strategic Tool for Sustainability and Challenges
- CSR sustainability Business Model(CSBM)
- Converting Intangible Gains in Tangible outcomes
- CSR initiatives – Case Studies

12 hours for Library work, practical or field work or research purposes

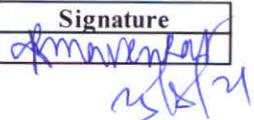
Recommended Text Books:

- Harsha Mukherjee, *Sustainable CSR*, Himalaya Publication., 2016
- K. Nirmala , *Business Ethics and Corporate Governance*, Himalaya Publication, 2017

Reference Books:

- William B, David C., *Strategic Corporate Social Responsibility*, Sage Publication 2010
- K. Ashwathappa, *Business Ethics*, Himalaya Publications, 2017
- A. C. Fernando, *Corporate Ethics, Governance and Social Responsibility*, Pearson, 2009
- Mark S. Schwartz , *Corporate Social Responsibility: An Ethical Approach* ,
- TATA McGraw Hill , Broadview Press Ltd, 2011
- Wayne Visser and Nick Tolhurst ,*The World Guide to CSR*, Prentice Hall



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India

- Sanjay K Aggarwal, Corporate Social Responsibility in India, Taxmann,
- C.V. Baxi, Ajit Prasad, Corporate Social Responsibility: Concepts and Cases: The Indian Context, Sage Publication

Websites:

- <https://hbr.org/2015/01/the-truth-about-csr>
- <https://hbr.org/topic/social-responsibility>

E- Resources

- 1. <https://nlist.inflibnet.ac.in/>
- 2. <https://search.ebscohost.com/>

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