

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
<ul style="list-style-type: none"> ● 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
<ul style="list-style-type: none"> ● 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	
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Unit 3: CSR Legislation	12
<ul style="list-style-type: none"> ● 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
<ul style="list-style-type: none"> ● 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. Nirmla , *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 to 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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Alumni	Ms. Devi Krishna		<i>Devi Krishna</i> 25/8/24



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