

Course Code	Course Title	L	T	P	C
BHUM213L	Corporate Social Responsibility	3	0	0	3
Pre-requisite	NIL	Syllabus version			
		1.0			
<b>Course Objectives</b>					
<ol style="list-style-type: none"> <li>1. To understand the need and importance of Corporate Social Responsibility and Ethics</li> <li>2. To familiarise with CSR Legislations and Responsibilities</li> <li>3. To identify the role of NGOs in CSR</li> </ol>					
<b>Course Outcomes</b>					
<p>Upon successful completion of the course students will be able to</p> <ol style="list-style-type: none"> <li>1. Describe the concepts of Corporate Social Responsibility.</li> <li>2. Explain and Clarify the Legal provisions of Corporate Social Responsibility.</li> <li>3. Identify the role of different stakeholders of CSR and effective implementation.</li> <li>4. Analyse CSR Strategy and its implementation.</li> <li>5. Carry out CSR need and impact study.</li> <li>6. Design, develop and implement CSR strategy and policies.</li> </ol>					
<b>Module:1</b>	<b>Corporate Social Responsibility</b>	<b>6 hours</b>			
Definition, evolution, essentials of CSR, and arguments for CSR. The driving forces of CSR: inequality within countries and inequality among countries, sustainability, globalization, and communication- mobile and social media. Brands with attitude.					
<b>Module:2</b>	<b>Stakeholder Theory</b>	<b>5 hours</b>			
Definition. Stakeholder categorization: organizational and economic and societal stakeholders. Evolving issues. Model of stakeholder management, stakeholder engagement. Case Study – Capitalism; The rise of Socialism.					
<b>Module:3</b>	<b>CSR Behavioural Perspective</b>	<b>5 hours</b>			
Markets: Shareholders as market makers. Profit: economic value and social value. Profit optimization, production value and consumption value, social progress, the next billion, case study – Unilever.					
<b>Module:4</b>	<b>CSR Strategy &amp; Implementation</b>	<b>7 hours</b>			
Vision, mission, strategy and tactics. Strategic analysis - Resource perspective and industry perspective. Integrating CSR, strategy formulation and CSR implementation. Strategic CSR is not an option – Not philanthropy, not caring capitalism and not sharing value. Strategic CSR is business. Case study - Starbucks.					
<b>Module:5</b>	<b>CSR Legal Provisions</b>	<b>6 hours</b>			
Clause 135 of Companies Act 2013. Schedule VII in Section 135 of Companies Act (2013), Companies (Corporate Social Responsibility) Rules 2014. CSR Policy Amendment Rules 2021 and 2022. CSR Committee, CSR Policy, Roles and Responsibilities of Board of Directors.					
<b>Module:6</b>	<b>Compliance and Accountability</b>	<b>7 hours</b>			
Voluntary Vs mandatory, Self-interest; behavioural economics; nudges. Accountability – defining CSR- measuring CSR. CSR reporting - standardizing CSR, certifying CSR and labelling CSR. Pricing CSR, Life cycle pricing. Case study – Socially responsible investing. Impact investing.					
<b>Module:7</b>	<b>Sustainable Development and Business</b>	<b>7 hours</b>			

UN Sustainable Development Goals, Sustainability in practice – climate change, resilience and natural capital. Waste: E-waste and plastic. Beyond sustainability. Sustainable value creation – values, morals and business ethics. Conscious capitalism and Value based business.			
<b>Module:8</b>	<b>Contemporary Issues</b>		<b>2 hours</b>
		<b>Total Lecture Hours</b>	<b>45 hours</b>
<b>Text Book(s)</b>			
1.	Chandler. D. (2022), Strategic Corporate Responsibility: Sustainable Value Creation, 6 <sup>th</sup> Edition, North America: Sage Publication Inc.		
2.	Kadokia, R.S. (2022), Corporate Social Responsibility: Law and Practice. Delhi: Taxman.		
<b>Reference Books</b>			
1.	Mitra. N. and Schmidpeter, R. (2017), Corporate Social Responsibility in India: Cases and Development After the Legal Mandate. Springer Link.		
2.	Confederation of Indian Industry (2013), Handbook on Corporate Social Responsibility in India. Delhi: PricewaterhouseCoopers Private Limited (PwCPL).		
3.	Kotler.P. & Lee, N. R. (2005), Corporate Social Responsibility: Doing the Most Good for Your Company and Cause. New Jersey: John Wiley & Sons.		
4.	Hohnen. P (2007), Corporate Social Responsibility: An implementation guide for business, Potts. J (Ed). Winnipeg, Manitoba, Canada: International Institute for Sustainable Development(IISD's).		
<b>Mode of Evaluation:</b> CAT, Quiz, Assignment and FAT.			
Recommended by Board of Studies		23-02-2023	
Approved by Academic Council		No. 69	Date 16-03-2023