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| <b>Course Title:</b> Corporate Social Responsibility                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |                                             |                           |
| <b>Course code:</b> PPM 114                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>No. of credits:</b> 2 | <b>L-T-P:</b> 21-08-02                      | <b>Learning hours:</b> 30 |
| <b>Pre-requisite course code and title (if any):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |                                             |                           |
| <b>Department:</b> Policy & Management Studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |                           |
| <b>Course coordinator (s):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          | <b>Course instructor (s):</b> Guest Faculty |                           |
| <b>Contact details:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                          | <b>Course offered in:</b> Semester 2        |                           |
| <b>Course type:</b> Core                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                                             |                           |
| <b>Course description</b><br>There is no denying that Corporate Social Responsibility (CSR) has gained widespread acceptance within the business community (Freeman, 1984; Carroll, 1991) as a result of pressure from primary and secondary (or internal and external) stakeholders. There are a number of interpretations of the term social responsibility; nevertheless, it is commonly understood to be the obligation of decision makers to take actions which protect and improve the welfare of society whilst achieving their own interests. The definitions of CSR are abound. For instance, World Business Council for Sustainable Development (WBCSD, 2000, p. 3) defines “Corporate social responsibility [as] the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as local community and society at large”. Since CSR was mandated as part of the Companies Act 2013 for select organizations, an increasing number of Indian companies are drawn towards making CSR investments in a planned manner.<br><br>Companies are also conscious of the impact of their investment in terms of community development and corporate reputation. Maximizing the impact of investments require that CSR is dealt with specifically trained human resource. It is one of the skills required especially for MBA (Business Sustainability) as many of them go for CSR profiles. The fact that there is a rise in demand of CSR professionals in India backs the rationale for introduction of a separate course. |                          |                                             |                           |
| <b>Course objectives</b><br>The objectives of this course are to:<br><div><div>1.</div><div>Familiarize the students with understanding rationale and motivations behind CSR Enhance their understanding of CSR practices and initiatives of firms Equip them with conventional and contemporary theories of CSR</div></div> <div><div>2.</div><div>Impart practical learning regarding design and implementation of CSR programmes Equip them with skills related to CSR strategy formation and evaluation</div></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                          |                                             |                           |