



**Bachelor of Business Administration (Information System Management) (BBA ISM Ist Sem)**

<b>Course Code</b>	UM01SEBBS02	<b>Title of the Course</b>	CORPORATE SOCIAL RESPONSIBILITY
<b>Total Credits of the Course</b>	<b>4</b>	<b>Hours per Week</b>	<b>4</b>

<b>Course objectives</b>	<ol style="list-style-type: none"><li>1. To examine the scope and complexity of CSR.</li><li>2. To Demonstrate a multi stakeholder perspective in viewing CSR activities.</li><li>3. To examine the vision and mission of corporate for society at large.</li><li>4. To analyze the impact of CSR on Corporate culture.</li></ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Introduction :</b> <ul style="list-style-type: none"><li>• Meaning and Definition of CSR, History and Evolution of CSR</li><li>• Scope of CSR</li><li>• Factors affecting the growth of CSR</li><li>• Reasons for Social Responsibility CSR activities – Nature, types, impact on development programme</li><li>• Corporate responsibility towards various group of stakeholders</li><li>• Chronological evolution of CSR in India</li><li>• Limitations of CSR</li><li>• Arguments in favour and Against of Corporate Social Responsibility</li></ul>	<b>25 %</b>
<b>2.</b>	<b>Legislation of Corporate Social Responsibility :</b> <ul style="list-style-type: none"><li>• Legislation in India and the world</li><li>• Provision for Corporate Social Responsibility in Companies Act 2013 – Section 135</li><li>• Scope for CSR Activities under Schedule VII</li><li>• Appointment of Independent Directors on the Board and Computation of Net Profit’s Implementing Process in India.</li><li>• The regulatory environment in India Counter trends.</li></ul>	<b>25 %</b>
<b>3.</b>	<b>Corporate Governance:</b> <ul style="list-style-type: none"><li>• Introduction, Historical Background</li><li>• Factors behind the origin of Corporate Governance</li><li>• Important issues and Need of Corporate Governance</li></ul>	<b>25 %</b>





	<ul style="list-style-type: none"> <li>Reason for the growing demand for corporate Governance, &amp; factors influencing corporate governance.</li> <li>Regulatory framework on corporate governance in india</li> <li>SEBI Guidelines and CLAUSE 49</li> <li>Corporate Governance in India</li> <li>Issues of corporate governance</li> <li>Models of Corporate Governance..</li> <li>Global issues in corporate Governance</li> </ul>	
<b>4.</b>	<b>Contemporary CSR</b> <ul style="list-style-type: none"> <li>Current Trends and Opportunities in CSR</li> <li>Future Trends in CSR in India</li> <li>CSR as Strategic business tool for sustainable development</li> <li>Roles of intuitions in CSR: Government, NGOs, Education intuitions &amp; role of Media</li> <li>Review of successful corporate initiatives and challenges of CSR</li> <li>Case Studies of major CSR activities by any two industrial units in India</li> </ul>	<b>25 %</b>

<b>Teaching –Learning Methodology</b>	Lecture, case discussions, videos and presentations
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Internal Written (As per CBCSR.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance(As per CBCS R.6.8.3)	15%
3.	University Examination	70%

<b>Course Outcomes</b>	
<b>1.</b>	Develop empathy and responsibility towards society.
<b>2.</b>	Visualize the role of corporate for a better future of the nation.
<b>3.</b>	Understand and follow rules related to CSR in organization.

<b>Suggested References</b>
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Sr.No.	References
1	Management Theory and Practice, C.B. Gupta, Sultanchand & Sons
2	Business Ethics and Corporate Governance, workbook by ICFAI University Press.
4.	Accounting Standards and Corporate Accounting Practice – Ghosh T P.
5.	The world guide to CSR – Wayne Visser and Nick Tolhurst
6.	Corporate Social Responsibility in India – Sanjay K Agrawal
7.	Handbook on CSR in India,CII
8.	Handbook of Corporate Sustainability: Framework,Strategies and Tools – M.A. Muhammaed Abu B.Siddique
9.	Corporate Social Responsibility: Concepts and Cases:The Indian –C.C.Bai,Ajit Prasad
10.	Corporate Social Responsibility in India - Sanjay K Agarwal
11.	Growth, Sustainability, and India's Economic Reforms – Srinivasan
12.	Baxi. C. and Prasad. A (2013). Corporate Social Responsibility, Concept & Cases: The Indian Experience, Excel Books, New Delhi.
13.	Nag. A. (2007 Macroeconomics for management students, Macmillan Publication.
14.	Dholakia , R (2005). Microeconomics for management student, Oxford publication
15.	Raj S. (2012). Corporate Social Responsibility Cases, The ICFAI University, ICFAI Books, Hyderabad.

On-lineresourcestobeusedifavailableasreferencematerial

On-lineResources

1. Annual reports and web sites of organisations for CSR Disclosures

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