



Bachelor of Business Administration (ITM)

SEMESTER-I

Course Code	UM01MIBBI02	Title of the Course	CORPORATE SOCIAL RESPONSIBILITY
Total Credits of the Course	4	Hours per Week	4

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





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

Teaching –Learning Methodology	Lecture, case discussions, videos and presentations
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
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%

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

Suggested References





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-line resources to be used if available as reference material

On-line Resources

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

