SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV
UM04SBBI21 Corporate Social Responsibility
(W.e.f. November 2019)

Total Credits: 3
Total Marks: 100

Unit I Business Ethics   **25 %**

Introduction - Features of ethics - Nature and objectives of ethics – Meaning of business ethics - Need of business ethics - Factors influencing Business ethics - Arguments in favor of Business ethics

Unit- 2 Corporate Social Responsibility   **25 %**

Concept – Reasons for   social responsibility - Corporate responsibility towards various group of stakeholders - Arguments in favor of CSR - Implementing CSR in Business Organization - CSR Practices

Unit – 3 Corporate Governance   **25 %**

Introduction - Historical Background - Factors behind the origin of Corporate Governance - Important Issues of Corporate Governance - Corporate Governance in India

Unit- 4 Social Responsibility Reporting   **25 %**

Introduction – Need – Importance – Practices – Reporting Standard – TWO CSR Reports

Evaluation: Internal: 40 Marks
                   External: 60 Marks (Two – Hours Examination)

References

1. Essentials of Business Environment - K Ashwathappa

2. Business Environment - Francis Cherunilam

3. Principles of Management - T. Ramaswamy

4. Corporate Governance - CA Bimal Bhatt