

## Syllabus for Corporate Social Responsibility (CSR)

This particular course on Corporate Social Responsibility introduces student to the basic concept of CSR. It helps student to understand how corporate can meld business goals with Social expectations. It can also help society to understand how interest of business or organization and Society at large can be aligned.

### Objectives of CSR Course

- (1) To examine the scope and complexity of CSR.
- (2) To demonstrate a multi stakeholder perspective in viewing CSR issues.
- (3) To explain the vision and mission of corporate to society at large.
- (4) To evaluate the level of commitment to CSR of different organizations and show its competitive advantage.
- (5) To analyses the impact of CSR on corporate culture.

### **Course Curriculum – Papers**

#### **Paper 1** The meaning and importance of Corporate Social Responsibility-

- (1) Evolution of CSR
- (2) Primaries of CSR
- (3) CSR and law of e economics
- (4) CSR and social legitimacy
- (5) CSR Expectations in rich and poor societies.
  - (1) The evolving role of stakeholders
  - (2) The iron role of social responsibility
  - (3) Moral and economic arguments for CSR

#### **Paper 2** The Role of stakeholders in CSR

- (1) Stakeholders advocacy
- (2) The role of business in society
- (3) Consumers awareness and willingness to pay for socially responsible corporate behavior
  - (1) Globalization and CSR
  - (2) Different stakeholder's different perspective
  - (3) Success and failure with CSR initiatives
  - (4) Corporate response to citizen demands via CSR
  - (5) The five stages of organizational growth with CSR



**Paper 3** The strategic importance of CSR implementation-

- (1) CSR a balance between organizational means and end
- (2) The strategic lens, vision, mission strategy and tactics
- (3) Environmental and other global forces propelling CSR
- (4) Impact of globalization and communication technologies
  - (1) The strategic CSR model
  - (2) The business level CSR threshold
  - (3) Implementing CSR
  - (4) CSR as a competitive advantage

**Paper 4** Practical Work

- (1) Case studies in organizational, Economic and Social CSR issues  
 Organizational issues :- action vs. intentions corporate commitment, voluntary vs. mandatory stakeholders activism
- (2) Economic business issues :- Branding diversifying sustainability, Fair trade wages
- (3) Social issues, outsourcing, corruption, human right patents

