CORPORATE SOCIAL RESPONSIBILITY

Objective: To familiarize the students with the definition & understanding of Corporate Social Responsibility in the Global and Indian context, Legislation & Govt Policies governing CSR in India

UNIT I: Introduction to CSR

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management.

CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

UNIT II: International framework for corporate social Responsibility

Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs.United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights.OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.

UNIT III: CSR-Legislation in India & the world.

Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.

UNIT IV: The Drivers of CSR in India

Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism.

UNIT V: Identifying key stakeholders of CSR & their roles & current trends.

Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit &Local Self-governance in Implementing CSR; Contemporary issues in CSR & MDGs.

Global Compact Self-Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations. CSR as a Strategic Business tool for Sustainable development. Review of successful corporate initiatives & challenges of CSR

Reference Books:

1. Mark S. Schwartz ,Corporate Social Responsibility: An Ethical Approach – 2011 edition, Broad view Press Mark S. Schwartz

2. Sharma, J.P., Corporate Governance and Social Responsibility of Business, Second edition, Year -2016, Ane Books Pvt. Ltd, New Delhi.

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