

PGDCSR

1. Programme Structure:

This programme will be 1 year (two Semester) programme. The Course structure will be as follows.

Semester I:

Paper Code	Subjects	No. of Credits
PGDCSR-01	Corporate Social Responsibility (CSR)	4
PGDCSR-02	Legal Framework surrounding CSR	4
PGDCSR-03	Designing effective CSR strategy	4
PGDCSR-04	CSR Management and Sustainability Accounting	4
PGDCSR-05	CSR: Business model for development	4
PGDCSR-06	Social Research	4
	Total Credits of Semester I	24

Semester II:

Paper Code	Subjects	No. of Credits
PGDCSR-07	Industry Internship	8
	Total Credits of Semester II	8

2. Detailed syllabus:

PGDCSR001: Corporate Social Responsibility (CSR)

Course Objective:

The objective of this paper is to provide students about its concepts, evolution and various roles of institutions in Corporate Social Responsibility.

Course Content:

UNIT I: Introduction

Introduction of CSR, Business and its development, Dimensions and importance of CSR, Various Definitions and perspectives of CSR, Understanding CSR, History of CSR in India

UNIT II: Evolution of Company and CSR

Early Corporations, Development of modern corporations, Theories of corporate governance, Importance of CSR in corporate governance, Leadership Crisis, The social impact

UNIT III: Stakeholder Theory

Introduction, Taxonomy of Stakeholder, Stakeholder relationship, Impacts and dilemmas of business, Stakeholder trade offs, Case Study

UNIT IV: Role of Various Institutions in CSR

Introduction, Role of Government, Different markets, Role of NGOs, and Not-For-Profit organizations, Role of Educational institutions, Role of Media

REFERNCES

1. ChatterjiMadhumita. (2014), Corporate Social Responsibility, Oxford University Press, New Delhi
2. Agarwal Sanjay K, (2014). Corporate Social Responsibility, Sage Publications, New Delhi
3. Hancock John, (2005). Investing in Corporate Social Responsibility, Kogan Page Ltd, New Delhi

PGDCSR002: Legal Framework surrounding CSR

Course Objective:

The objective of this paper is to understand students with mandatory CSR related legal provisions in the Companies Act 2013.

Course Content:

UNIT I: Introduction

Introduction, Legal provisions of CSR in other countries, Mandatory provisions by companies act 2013, Director's duties on CSR, CSR spends obligation, Companies under CSR spend obligation, CSR committee of directors, FAQs on CSR

UNIT II: CSR Policy Formation

CSR Policy Formation, Mandatory CSR spends, CSR through thrusts/NGOs etc. Annual CSR report and disclosures, Auditors, secretarial auditor's duties in relation with CSR

UNIT III: Tax Treatment of CSR

Surplus from CSR activity, Deductibility of CSR spends, Integration and shared value, CSR governance guidelines and CSR audits

UNIT IV: Business Reports

Business Reports by listed companies, CSR Reporting vis-a-vis Indian companies

REFERNCES

1. Garg Kamal, (2014). Corporate Social Responsibility with Companies Rules, 2014, w.e.f. 1/4/2014, Bharat Law House, New Delhi
2. CII-PwC Handbook on Corporate Social Responsibility in India
3. AnandSrinivasan, (2014). Guide to Corporate Social Responsibilities, Taxmann Publications, New Delhi

PGDCSR003: Designing effective CSR strategy

Course Objective:

The objective of this paper is to train students in designing effective CSR strategy for the company in such a way that apart from meeting legal requirements, it will help the community in their development.

Course Content:**UNIT I: Creating CSR Framework**

Introduction, Relevance of history and culture, Creation of strategy, Creating a framework for CSR, Creating an implementation framework, Case Study

UNIT II: Framework for Rating Corporate Social Responsibility

Introduction, Understanding CSR ratings, Accepted rating framework i.e. GRI, Specialized Securities Indexes, Regulatory bodies and stock exchanges, Structure of BITC's CR index, Experts in responsible investment solutions, Infosys sustainable solution, TATA Group CSR rating framework, Assessment process,

UNIT III: Sustainability and its Challenges

Capitalism, Humanizing capitalism, Sustainability, Brundtland Report, Integrating CSR: Guidelines to effective change, ISO 26000, Triple Bottom Line, Triple Loop

UNIT IV: Best practices of CSR

Introduction, Choosing a social problem to alleviate, Social initiative to support the cause, Developing social initiative programs, Best practices to evaluating efforts, Summary of best practices, Marketing approach to winning corporate funding and support initiatives

REFERENCES

1. ChatterjiMadhumita. (2014), Corporate Social Responsibility, Oxford University Press, New Delhi
2. Cohen Elaine, CSR for HR: A Necessary Partnership for Advancing Responsible Business Practices
3. Kotler Philip and Nancy Lee. (2008). Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, Wiley Publications, Ghaziabad.

PGDCSR004: CSR Management and Sustainability Accounting**Course Objective:**

The objective of this paper is to teach students various monitoring and evaluation practices and CSR implementation process documentation.

Course Content:**UNIT I: Monitoring and Evaluation**

Purpose of monitoring and evaluation, Various process of CSR implementation, NGO partnerships in India, obstacles of business-NGO collaboration, Need assessment/impact assessment

UNIT II: Strategic Choice for CSR

CSR and profit, Strategic issues on CSR, Centrality, Specificity, Proactive, Voluntarism, Visibility, Value creation as strategic outcome and implications, CSR governance and attributes, CSR: organizational check, CSR decision matrix

UNIT III: Sustainability Accounting

Need and demand for sustainability accounting, Corporate sustainability performance, Areas of social performance, Disclosure by AAA, Abt's Social Audit

UNIT IV: Indian Saga

Introduction, Post-independent India, Government initiatives, Challenges, Community development and empowerment, Case Study

REFERENCES

1. Bhattacharya Jayanta, (2007). Corporate Social Responsibility: Ethical and Strategic Choice, New Delhi
2. ChatterjiMadhumita. (2014), Corporate Social Responsibility, Oxford University Press, New Delhi
3. Sapru R K, Public Policy: Formulation, Implementation and Evaluation

PGDCSR005: CSR: Business model for development

Course Objective:

The objective of this paper is to provide students concept of Corporate Social Marketing and Community Volunteering with practices of CSR in India and Global CSR in different countries.

Course Content:

UNIT I: Corporate Social Marketing

Corporate social marketing campaign, Potential corporate benefits and its concerns, Key to success with examples, developing a Corporate Social Marketing campaign plan

UNIT II: Community Volunteering

Typical programs, Potential benefits and concerns, When to consider employee volunteering, Developing community volunteering programs

UNIT III: CSR Models in India

Implementation and institutionalization of CSR in NTPC, Environmental stewardship at Ambuja Cement, Wipro way of integrated learning

UNIT IV: Global CSR

Multinational companies and differences in CSR practice, Country specific CSR initiatives

REFERENCES

1. Baxi C.V. and Prasad Ajit, (2013). Corporate Social Responsibility: Concepts and Cases, Excel Books, New Delhi
2. ChatterjiMadhumita. (2014), Corporate Social Responsibility, Oxford University Press, New Delhi
3. Kotler Philip and Nancy Lee. (2008). Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, Wiley Publications, Ghaziabad.

PGDCSR006: Social Research

Course Objectives:

- This is an introductory course in social science research methodology. It is designed to introduce the student to basic concepts and problems encountered in social scientific investigation, including types of data and measurement, sampling, and research design. This course will emphasize the importance and limitations of theory and methodology in social science research as well as the purpose of applied research, program evaluation, policy analysis, and research ethics. Following are the course objectives.
 - Familiarity with various methods of conducting empirical research.
 - Familiarity with important research terms and concepts.
 - Ability to assess the benefits of research applied to social sciences.
 - Clarity of thinking in collection and interpretation of numerical data.

Course Content:

UNIT I

The Role of Social Research
The Research Process
Ethical Issues in Social Research

UNIT II

Quantitative and Qualitative Research
Preparation of Research Proposal
Survey Research

UNIT III

Questionnaire Design
Measurement and Scaling Concepts
Sample Designs and Sampling Procedure

UNIT IV

Univariate Statistics
Bivariate Analysis: Test of Differences and Measures of Association
Multivariate Analysis
Report Writing

REFERNCES

Basic Text Books:

1. Donald R Cooper, Pamela S Schindler (2006), Business Research Methods, 9th Edition, The McGraw-Hill Companies

2. William G Zikmund (2006), Business Research Methods, 7th Edition, Thomson South-Western.
3. Bhattacharyya Dipak Kumar, (2007) Human Resource Research Methods, Oxford University Press, New Delhi.
4. Bryman Alan, Business Research Methods, (2008) Oxford University Press, New Delhi.

Semester 2: Industry Internship

During this semester, the student will undergo practical training through industry internship. Each PGDCSR student will either be placed in an ongoing CSR programme or will be asked to develop a one for the chosen company. This will give students much needed exposure in terms of how CSR programmes are designed, implemented and evaluated. At the end of the internship, student will have to submit a project report and make a presentation.