

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Fifth Year M.B.A. (SEM – IX)
KS_M_C_54
Corporate Social and Environmental Responsibility

3 credit course

Objective:

Today, CSR has attracted public attention & has received global resonance as the risks associated with business growth are continuously increasing. The demands of globalization, free market competition, diverse workforce and increasing technological complexity is throwing up new challenges in trying to cope up with social and environmental Impacts. Through this course we understand the various issues and organizational responses to these issues. Also, the course tries to inculcate wisdom in would be managers & makes them realize sustainable value in terms of human, social, environmental and economic capital.

MODULE - 1

[20%]

- Defining CSR- Various viewpoints, economic perspective
- Understanding CSR – Responsibility, Accountability, Sustainability, Social Contract
- History of CSR in India
- Evolution of CSR
- Importance of CSR
- Drivers of CSR
- Brief of CSR Act 2013
- Theories of Corporate governance

MODULE - 2

[20%]

- Stakeholder Theory
- Role of various institutions in CSR- Role of government Influence of corporations
- Creating a framework for CSR and implementation
- Repercussions of failed corporate responsibility-economic fallout, regulatory responses

MODULE - 3

[20%]

- Sustainability – Development, Challenges & Reporting
- Triple Bottom line concept and Responsible Investment
- Metrics – Sustainability and CSR measurement
- Employee engagement for implementation of sustainability programs
- Human rights, worker rights, health & human services

MODULE - 4**[20%]**

- CSR Practices by Indian Organization
- Contribution of NGO's to CSR
- CSR Issues and Case studies associated with them

MODULE - 5**[20%]**

- The environmental issues – climate, natural resources, fauna, flora
- Environmental Impact of global economic growth
- Impact of computer hardware on environment
- Green IT initiatives
- Green washing

No of lectures in semester: Approximately 40 to 45 hours

Assignments: Minimum 3 Assignments

Evaluation Pattern:

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- Corporate Social Responsibility – Madhumeeta Chatterjee – Oxford
- Strategic Corporate Social Responsibility – William B. Werther, Jr. David Chandler – Sage South Asia Ed
- Corporate Social Responsibility – Kother & Nancy Lee Wiley & Sons
- Corporate Social Responsibility in India – Sanjay K. Agarwal – Sage
- Corporate Governance Ethics and Social Responsibility by V. Balachandran and V. Chandrashekharan – 2nd Edition PHI