

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business & Entrepreneurship)
Programme

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Course Code	MFT5SESM14 MBM5SESM14 MFB5SESM14
Course Title	Strategizing Corporate Social Responsibility

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Distinguish between charity/ philanthropy and corporate responsibility
2. Explain drivers of CSR in marketplace and workplace
3. Appraise the role of civil society and multi –lateral agencies

Syllabus

Teaching Hours

<p>Unit I: Globalization and CSR</p> <ul style="list-style-type: none"> • Globalisation & Its Impact • Development Scenario • Sustainable Development • Millenium Development Goals 	7
<p>Unit II: Business Eco-system and Role of CSR</p> <ul style="list-style-type: none"> • Role of Business in Society • Concept of Corporate Social Responsibility (CSR) • Theoretical Underpinnings • Arguments for and against CSR • Generations & Drivers of CSR • Historical Development in India & Abroad • Social Responsibility in the Marketplace, Workplace, Environment and Community • Human Rights in Business 	15
<p>Unit III: Implementing CSR Strategies</p> <ul style="list-style-type: none"> • Implementing, Monitoring, Measuring, Impact Assessment & Reporting of CSR • Carbon Credits • Socially Responsible Investing (SRIs) • Triple Bottom-line Accounting • Global Compact • Equator Principles • Global Reporting Initiatives 	8

Suggested Reading:

Blowfield, M., & Murray, A., Corporate Responsibility – A Critical Introduction, Oxford University Press.

w.e.f. Academic Year 2019-20 and onwards