

# **CORPORATE SOCIAL RESPONSIBILITY**

(TOTAL HOURS 15)

## **Goals:**

The objective of this course is to familiarize students with basics of corporate social responsibility. This course is focused on providing knowledge related to company's responsibilities towards the society. Where they are going to study the basic introduction to CSR, contemporary CSR and trends and opportunities in CSR. On the successful completion of this course, the students will understand concept of charity, CSR initiatives in India, government programs and contemporary issues and trends and opportunities in CSR.

## **Objectives:**

By the end of this course, a student will

- Explain the concept of CSR and models of CSR in India
- Describe role of public sector in corporate and government programs
- Able to analyses case studies related to CSR initiatives

## **COURSE CONTENT**

### **UNIT 1: INTRODUCTION TO CSR**

(HOURS 5)

Meaning and definition of CSR, history and evolution of CSR, relationship between CSR and corporate governance, drivers of CSR, concept of charity, models of CSR in India, Carroll's model.

### **UNIT 2: CONTEMPORARY CSR**

(HOURS 6)

NGO and public service, CSR and marketing, CSR as organization brand building identifying key stakeholders of CSR and their roles – role of public sector in corporate-government programs that encourage voluntary responsible action of corporations, contemporary issues of CSR.

### **UNIT 3: TRENDS AND OPPORTUNITIES IN CSR**

(HOURS 4)

CSR as a strategic business tool for sustainable development, review of successful corporate initiatives and challenges of CSR. Case studies of major CSR initiatives.



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