**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**
**Post Graduate Diploma in Management (PGDM)**
**Corporate Social Responsibility and Sustainable Development (ST513)**
**CREDIT: Half credit (1.5 credits)**
**SESSION DURATION: 90/180 Minutes**

**TERM: V**
**YEAR: 2015-2017**
**BATCH-II**

# Course Outline and Session Plan

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## Course Introduction

Operations of business organizations are under tight scrutiny from multiple stakeholders including regulators, shareholders and investors, customers, pressure groups, and the public at large. Particularly, after the recent corporate scandals in India and elsewhere, business organizations are realizing that they cannot escape from irresponsible business practices as mere excuses. As a result, concern for responsible business behavior is becoming as important as concerns for market share and profitability in boardroom discussions. In this context, corporate social responsibility (CSR) assumes greater importance and relevance than ever before. However, CSR has been more of a misnomer in India and executives are grappling with questions such as what is CSR, what activities should be called CSR, where should it get a place in the Business Strategy and so on.  The course on CSR will deal with many of these issues and will try to dispel myths about CSR.

## Course Objective

The objective of the course is to provide a sound understanding of CSR and its linkages with various business related issues including stakeholder management, sustainability, and supply chain. The course would make students understand the current approaches to CSR and sustainability by leading organizations in India and abroad. At the end of the course students would be able to design sound CSR strategies for business organizations by including latest concepts in the CSR domain.

| Learning Outcome | Description |
|---|---|
| L01 Rational of the course | To provide the rationale of CSR & Sustainable Development |
| L02 Subject Knowledge | To analyse theories of CSR & Sustainable Development |
| L03 Business Responsibility | To sensitise students on responsibility of business to society |
| L04 Applications | To understand corporate practices on CSR & Sustainable Development |
| L05 Communication | To apply learnings of the course in critical situations |

**Pedagogy**

The course will be covered with a mix of case discussion, lectures, project work and assignments.

**Evaluation:**

| Components | Weightage |
|---|---|
| Quizzes | 20% |
| Case Analysis | 10% |
| Class Participation | 10% |
| Project Report | 20% |
| Presentation | 10% |
| End Term | 30% |

**Textbook:**

Strategic Corporate Social Responsibility : Stakeholders in a Global Environment, by William B Werther, David Chandler, Sage South Asia, Latest edition.

**Reference Book:**

1. The Market for Virtue, David Vogel, Brookings Institution Press.
2. The Fortune at the Bottom of the Pyramid. C. K. Prahalad, Pearson.
3. Corporate Governance, Bob Tricker, Oxford University Press.

**Class Participation**: Students would be evaluated on the basis of their meaningful preparation for the class and active participation in discussions is expected.

**Quizzes:** The quizzes will be based on the course covered in the previous classes Therefore keeping pace with the course covered will be important. There will be quizzes spread across the duration of the course.

**Term Project:** Each student is expected to work on the term project allocated by the instructor. Project evaluation will be based on the viva and report submitted by the group.

**Journals:**
- Harvard Business Review
- California Management Review
- Academy of Management Journal
- Journal of Business Ethics
- Business and Society

**Daily/Periodical:**
- Economic Times
- Business Standard

- The Economist

**Online e-resources**

## Session Plan

| Session No. | Topic | Reading | Learning Outcomes |
|---|---|---|---|
| 1 | Understanding CSR, Standards and Guidelines, New Companies Bill, 2013 | TB: Chapter 1<br>Additional reading:<br>1. It's hard to be good<br>2. Corporate Social Responsibility from Principles to Practice | LO1, LO2 |
| 2 & 3 | CSR and Stakeholder Management | TB: Chapter 2<br>Additional reading:<br>1. How Gap Inc. Engaged with its Stakeholders<br>Case: Starbucks and Conservation International | LO2, LO3, LO4, LO5 |
| 4 & 5 | Strategic CSR | TB: Chapters 3, 4, and 5<br>Additional readings:<br>1. Strategy and Society, HBR article<br>2. CSR in Indian PSUs: Strategic Vs. Philanthropic<br>3. Strategizing CSR<br>Case:<br>ITC E-Choupal: Corporate Social Responsibility in Rural India | LO2, LO3, LO4, LO5 |
| 6 & 7 | CSR and Sustainability | Reading:<br>1. Building a Sustainability Strategy into the Business<br>2. The Sustainability Imperative<br>Case:<br>Host Europe: Advancing CSR and Sustainability in a Medium-Sized IT Company | LO2, LO3, LO4, LO5 |
| 8 -10 | **CSR Project Presentation & Corporate Talk** | | LO3, LO4, LO5 |