



International Management Institute

IMI Bhubaneswar

Course Outline

Corporate Social Responsibility & Sustainable Development ST 513

PGDM (1.5 Credits)

Term VI Batch 2016-18

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Faculty: **Dr. Arun Kumar Rath**

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Course introduction:

The modern corporation has emerged as the powerful engine of economic development. Corporations are assuming bigger role in the economy as the State is withdrawing from industry, trade and business .Issues concerning ethics, good governance and social responsibility of business corporations have gained prominence in the last two decades all over the world.

There is an increasing demand on the corporations to be fair and ethical and fulfill their responsibility towards society and environment. Profit is no longer acceptable as the sole purpose of business. The non-profit objectives of ethics, social responsibility and sustainable development have wider implications for society and environment .These factors are increasingly becoming significant for future prospects of business organizations.

CSR is closely linked to the concept of sustainable development .Mankind should develop without damaging future generations' prospects. The twin principles of causing least harm and working for long term while using resources are expected of the corporations engaged in exploitation of natural resources.

Globalization is adversely affecting the socio-economic equilibrium of the world .The corporations are largely responsible for the ecological degradation, widening gap between the rich and the poor, and causing social inequalities. In their search for wealth, business entities are causing damages beyond repair .Stakeholders' pressure is increasing on them to be proactive and share their profits with the society and environment .In this context the social

and political roles of corporations are emerging in last two decades , leading to formulation of the concept of corporate citizenship .This course will provide opportunity to the participants to understand the different paradigms of CSR and sustainability and prepare them for their future responsibilities in corporations.

Course Objectives

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 Strategic Paradigms	To understand global & Indian guidelines on business responsibility
L04 Business Responsibility	To sensitise students on responsibility of business to society
L05 Applications	To understand corporate practices on CSR & Sustainable Development
L06 Communication	To apply learnings of the course in critical situations
L07 Future Perspectives	To understand emerging paradigms of business responsibility

Course pedagogy:

The course will be taught using a combination of readings, lectures, guest lectures, cases ,film and assignments.

Course evaluation criteria

S.No.	Component	Weightage
1	Group Assignment	20%
2	Group Assignment Presentation	15%
3	Class Participation	15%
4	Quiz 1&2	20%
5	End Term Examination	30%

Class Plan and Suggested Readings

Session	Topic	Learning Objectives	Reading
1	-Course Outline and Assessment Plan -Responsibility of Business to Society & Environment -Concept of CSR -Concept of Sustainable Development	L01 L 02	Business Ethics , Crane Andrew & Dirk Matten
2	-Theories of CSR -Arguments for & against CSR: Business Point of View -“ Green Washing” -Individual & group responsibility -Employee volunteerism	L01 L 02	Business Ethics , Crane Andrew & Dirk Matten
3	-Film Corporation : Extracts -G1 : Corporation as Externalizing Machine	L 04 L05	Film & Book The Corporation -Joel Bakan
4	- G2: Causes &Consequences of Mismatch between CSR Policy & Action	L04 L05	Do Conflicts Affect a Company’s CSR Policy ? <i>Cristina A. Cedillo Torres</i>
5	-CSR & Law -G3 :Should CSR be voluntary of compulsory ?	L03 L04 L 05	- India’s 2% CSR –The First Country to Go Backwards EPW Article by Arun Maira -Ordering Corporate Responsibility – A Misplaced Faith ? EPW article by Rasmi Venkatesan
6	-Strategic CSR -Stakeholder Engagement G4- Strategy for Creating Shared Value	L03 L04	Strategic Corporate Social Responsibility, Werther William B. & Chandler David- Strategy and Society: Michael Porter r-Creating Shared Value-Michael Porter
7	-Sustainable Development -Corporate Sustainability	L02 L04	Business Ethics , Crane Andrew & Dirk Matten
8	-Sustainable Development Goals -Corporate citizenship G5: The Volkswagen Emission Test Scandal : Causes Consequences & Lessons	L05 L06	Business Ethics , Crane Andrew & Dirk Matten -Dieselgate-Heavy Fumes Exhausting the Volkswagen Group -A Case Study of Volkswagen Unethical Practice in Diesel Emission Test

9	<p>G 6 -CSR & Sustainability Policies of Leading Indian Corporates: Comparative Analysis</p> <p>G7: ITC E- Chaupal</p>	L04 L05 L06	<p>CSR Policies of ONGC SAIL</p> <p>Tata Steel & WIPRO</p> <p>ITC E-Choupal:</p> <p>Corporate Social Responsibility in Rural India</p>
10	<p>G8 – Building Corporate Strategy for Effective CSR & Sustainability</p> <p><i>-Road Ahead</i></p>	L04 L06 L07	<p>Integrating Corporate Social Responsibility With Business Strategy For Competitive Advantage</p> <p>-Arun K Rath</p>

Text Book:

1. Business Ethics , Crane Andrew & Dirk Matten

Reference books:

1. Strategic Corporate Social Responsibility, Werther William B. & Chandler David
2. Corporate Social Responsibility ,Blowfield Michael & Murray Allan
3. Built to Last Collins Jim & Porras Jerry

Journals:

Harvard Business Review

Periodicals:

Economic Times

Financial Express

Business Standard

Economic & Political Weekly

