



International Management Institute

IMI Bhubaneswar

Course Outline

## Corporate Social Responsibility & Sustainable Development ST 513

PGDM Core 2 Credits

Term VI Batch 2017-19

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Faculty: **Dr. Arun Kumar Rath**

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Tel ; +91-674-3042134 ( Chamber Consultation Hrs : 1400-1500 Hrs on class days)

### Course introduction:

There is an increasing demand on the business 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 rich and 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 roles of corporations are increasing in significance , 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 sustainable development and prepare them for their future responsibilities in the 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.

## Evaluation Criteria

S.No.	Component	Weightage
1	Group Assignment Report	10%
2	Group Assignment Presentation	10%
3	Class Participation	10%
4	Quiz 1&2	20%
5	Mid Term Examination	20%
6	End Term Examination	30%

## Session Plan and Suggested Readings

Session	Topic	Learning Objectives	Reading
1&2	-Course Outline and Assessment Plan -Responsibility of Business to Society & Environment -Concept of Corporate Social Responsibility -Concept of Sustainable Development	L01 L02	Business Ethics , Crane Andrew & Dirk Matten
3&4	-Theories of CSR -Arguments for & against CSR: Business Point of View -“ Green Washing” -Individual & Group Responsibility -Employee Volunteerism	L01 L02	Business Ethics , Crane Andrew & Dirk Matten
5&6	<u>Strategic CSR</u> -Stakeholder Engagement - Strategy for Creating Shared Value  <u>Irresponsible Corporate Practices : Social Consequences</u> -Film Corporation : Extracts	L03 L04	-Strategic Corporate Social Responsibility, Werther William B. & Chandler David -Strategy and Society: Michael Porter- Creating Shared Value-Michael Porter -Film & Book “The Corporation ”-Joel Bakan
7&8	<u>Irresponsible Corporate Practices : Social Consequences</u> -G1 : Corporation as Externalizing Machine  - G2: Causes &Consequences of Mismatch between CSR Policy & Action	L05 L06	-Film & Book The Corporation By Joel Bakan  - Do Conflicts Affect a Company’s CSR Policy ? <i>Cristina A. Cedillo Torres</i>
9&10	<u>CSR Guidelines: Indian &amp; Global</u> -CSR & Law -A critique of CSR Law  <u>The CSR Debate</u> G3-Should corporations spend shareholders funds on CSR? -Debate by Group: For & Against	L03 L04 L05	- 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
11&12	<u>The CSR Debate</u> -G4 :Should CSR be voluntary or compulsory ? Debate by the Group: For & Against  G5: Can Indian Co Act 2013 Create Responsible Companies ? Debate by the Group: For & Against	L05 L06	- 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
13&14	<u>Sustainable Development</u> -Corporate Sustainability -Sustainable Development Goals -Corporate Citizenship  -Greenhouse Effect & Global Warming -Climate Change : Initiatives by Global Community  <u>Irresponsible Action by MNCs</u> G6: The Volkswagen Emission Test Scandal : Causes Consequences & Lessons	L02 L04 L06	Business Ethics , Crane Andrew & Dirk Matten   -A Case Study of Volkswagen Unethical Practice in Diesel Emission Test
15&16	<u>Sustainable Development by Corporations</u> G 7-Nestle Sustainable Development Initiative G 8-ABB Sustainable Development Initiative	L05 L06	-Nestle : Sustainable Agriculture Initiative -Sustainable Development & Socially Responsible Investing :ABB in 2000
17&18	<u>CSR &amp; Sustainable Development Strategy of Indian Corporations</u> CSR & Sustainability Policies of Leading Indian Corporates: Comparative Analysis G9-Innovations in Sustainable Development	L04 L05 & L06	-CSR Policies of ONGC SAIL Tata Steel & Infosys  -Challenges for Innovating for Sustainable Development
19&20	<u>Road Ahead-Building Responsible Corporate Strategy</u> G10 – Building Corporate Strategy for Effective CSR & Sustainability	L04 L07	-Integrating Corporate Social Responsibility With Business Strategy For Competitive Advantage-Arun K Rath ( Published by IPE Hyderabad- International Conference 2012)

**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