

# **CERTIFICATE IN CORPORATE SOCIAL RESPONSIBILITY (CSR)**

## **1. SCHEME OF EXAMINATIONS**

<b>PAPER</b>	<b>SUBJECTS</b>	<b>CREDIT</b>	<b>MAX MARKS</b>		<b>TOTAL</b>
			<b>INT</b>	<b>EXT</b>	
Paper – I	Fundamentals of CSR	5	25	75	100
Paper – II	Accounting and Reporting on CSR	5	25	75	100
Paper – III	Sustainability & CSR	5	25	75	100
Paper – IV	Corporate Governance and Business Ethics	5	25	75	100

## **2. SYLLABUS**

### **Paper I- Fundamentals of CSR**

#### **Learning Objectives:**

- To facilitate the student to the gain in depth knowledge in the concepts and models of Corporate Social Responsibility (CSR) and the role of business in sustainable development
- To impart knowledge on various provisions of Companies Act 2013 related to CSR in India and highlight the significance of CSR
- To enable the students to examine the development of the idea of corporate social responsibility and understanding of the International framework of CSR and major drivers behind CSR.

**UNIT 1- Introduction to CSR:** Meaning and Definition- History of CSR- Concepts of Charity- Corporate philanthropy- Corporate Citizenship- Sustainability and Stakeholder Management- CSR through triple bottom line and Sustainable Business- relation between CSR and Corporate governance -Environmental aspect of CSR Chronological evolution and Models of CSR in India- Carroll's model Major codes on CSR Initiatives in India.

**UNIT 2-International Framework for Corporate Social Responsibility:** Millennium Development Goals, Sustainable Development Goals- Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011 - UN guiding principles on business and human rights - OECD CSR policy tool - ILO tri-partite declaration of principles on multinational enterprises and social policy.

**UNIT 3 - CSR-Legislation in India :** Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII- Appointment of Independent Directors on the Board - Computation of Net Profit's Implementing Process in India.

**UNIT 4 - The Drivers of CSR in India:** Market based pressure and incentives- civil society pressure, the regulatory environment in India Counter trends- Review of current trends and opportunities in CSR- Review of successful corporate initiatives and challenges of CSR.

**UNIT 5 - Identifying key Stakeholders of CSR:** Role of Public Sector in Corporate, government programs- Nonprofit and Local Self Governance in implementing CSR-Global Compact Self-Assessment Tool- National Voluntary Guidelines by Govt. of India- Roles and responsibilities of corporate foundations.

**Reference Books:**

1. William B. Werther Jr. and David Chandler, *Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, Second Edition*, Sage Publications, 2011
2. Sanjay K Agarwal, *Corporate Social Responsibility in India*, Sage Publications, 2008
3. Mark S. Schwartz, *Corporate Social Responsibility: An Ethical Approach*, Broadview Press, 2011
4. George Pohle and Jeff Hittner, *Attaining Sustainable Growth through Corporate Social Responsibility*, IBA Global Business Services, 2008

**Paper II- ACCOUNTING AND REPORTING ON CSR**

**Learning Objectives:**

- To facilitate the learners to acquire knowledge and skills on various accounting and reporting practices related to CSR
- To enable the students to gain in depth knowledge on the relevance of stakeholders in corporations and concepts of corporate sustainability reporting , CSR based accounting and reporting index
- To emphasize the importance of CSR – Global Accounting and Reporting Practices, social accounting and auditing and CSR Audit and Reporting

**UNIT I - Corporate Sustainability Reporting :** Corporate Sustainability- Definition- Overview in global Prospect- Global Guidance Standard on Social Responsibility's 26000-seven principles of social responsibility- SEBI Guide Line on CSE Reporting- Life Cycle Assessments- Factors Driving Corporate Sustainability.

**UNIT II - CSR Based Accounting and Reporting Index:** Accountability Index – Bureau of Indian Standard (BIS), Dow Jones Sustainability Index, Cradle – to – Cradle, Green Building & Purchasing.

**UNIT III - CSR – Global Accounting and Reporting Practices:** The Global Reporting Initiative and Corporate Sustainability Reporting Guidelines .Social Accountability International's SA8000 standard. Accountability's AA1000 standard based on John Elkington's triple bottom line (3BL) Reporting- Kotter's 8 Steps Change model- ISO 14001 Environmental Management Standard Social Life Cycle Assessment -UNEP Guidelines- Impact Assessment

**UNIT IV - Social Accounting and Auditing:** Social Accounting- Social Auditing- The Social Audit Process- The Social Audit Standard. Social Audit Verification- Social Audit Report.

**UNIT V - CSR Audit and Reporting:** IICA format for Annual report on CSR activities.CSR Audit &Reporting Guidelines by Companies act 2013.

### **Reference Books**

1. Social Audit Toolkit Fourth Edition 2008.
2. For the Common Good: redirecting the economy toward community, the environment and a sustainable future by Herman Daly
3. Ishmael: an adventure of the mind and spirit by Daniel Quinn
4. Natural Capitalism by Paul Hawken, Amory Lovins & Hunter Lovins
5. Small is Beautiful: economics as if people mattered by E.F. Schumacher
6. CSR India – Ready Reckoner Comprehensive guidelines for CSR Activities by IICA.
7. AA1000 STAKEHOLDER ENGAGEMENT STANDARD 2011.
8. Handbook for Implementers of ISO 26000, Global Guidance Standard on Social Responsibility.
9. G4 Sustainability Reporting Guidelines by GRI. Sustainability & Stakeholder Management

### **Paper III - SUSTAINABILITY & CSR**

#### **Learning Objectives:**

- To create awareness about the concept of sustainability and Sustainable development Goals of UN
- To enable the students to gain insight in the concept of sustainability and sustainable development and corporate sustainability footprints
- To foster students to gain knowledge in corporate sustainable strategy and corporate stakeholder engagement

**UNIT I- Sustainability and sustainable development:** Sustainability- Meaning, needs and importance- seven key factors of Sustainability – UN Sustainable Development Goals and Sustainability – Environmental Sustainability- Global Initiatives on Environmental Sustainability.

**UNIT II - Corporate Sustainability Footprint:** The Value Chain Footprint – Sustainability and Greenhouse gases (GHG) - Facility Operations- Energy Efficiency & Green Building - Sustainable Procurement & Logistics - Sustainable Production and Consumption- Corporate Sustainability Footprint - Resource use and loss – Process view and Life Cycle Assessment - Industry and competition analysis.

**UNIT III- Business (Corporate) Sustainability:** Evolution of business approaches to SD- Business Sustainability – UN Global Compact - Key players in sustainability field - governments, NGOs- international and supranational organizations- Stake holder mapping- Internal Stakeholders- External Stake holders- Stakeholder Theory & Stakeholder Engagement Overview- Stakeholder's relations.

**UNIT IV- Corporate Sustainability Strategy:** Developing strategy through benchmarking and balanced scorecard - Intrapreneurs and employee engagement - Operationalizing Sustainability - Corporate Sustainability Management System- Determining sustainability “current state” – Corporate level- Benchmark sustainability program – Gap analysis; Creating sustainability strategy - Sustainability Challenges and Solutions.

**UNIT V - Corporate Stakeholder Engagement:** Multilateral engagement (UN/World Bank/OECD) - Government engagement - NGO’s – influence and engagement -Trade associations (WBCSD) - Stakeholder interests and engagement -Creating a comprehensive Stakeholder engagement strategy - Implementation and engagement- Analysis and evaluation

### **Reference Books**

1. Farver, Mainstreaming Corporate Sustainability
2. Blackburn, The Sustainability Handbook
3. “R. Edward Freeman on Stakeholder Theory”
4. Rate the Raters Phase Four: The Necessary Future of Ratings (Sustainability, July 2011); scan key points
5. Key Concepts in Corporate Social Responsibility - Suzanne Benn, Dianne Bolton, Sage Publications

### **Paper IV- CORPORATE GOVERNANCE AND BUSINESS ETHICS**

#### **Learning Objectives:**

- To enable the students to gain knowledge in the concept of business ethics and ethical management and role of corporate culture in Business
- To facilitate the students to understand the concept of Corporate governance and regulatory framework of corporate governance in India
- To develop an understanding among students on ethical issues in business and good governance practices and to impart skills of analysis and capability of making business decisions

**Unit I - Business Ethics:** Concept of ethics – sources – ethics and morals – justice – fairness – values – normative ethical theory – relevance of business ethics – arguments for and against – business values for 21st century – ethics in Indian business.

**Unit II - Ethical Management:** Ethical management – strengthening of personal and organizational integrity – complexity and group dynamic – spiritual core of leadership – leaders and the value references - Does ethics pay – ethical pitfalls of investment industry – corporate scams and its effects – law as an instrument of ethics.

**Unit III –Role of Corporate Culture In Business:** Meaning – Functions – Impact of corporate culture – cross cultural issues in ethics- Corporate Social Responsibility – Issues of Management – Crisis Management-Environmental sustainability.

**Unit IV - Corporate Governance: An Introduction:** Corporate Governance – meaning –scope- Globalisation and Culture- Kenichi Ohmae’s Principles – transparency – disclosures- share holders welfare vs. stakeholders approach - Board of Directors – Role, duties, responsibilities – Independent Directors – Executive and compensation – agency problem – Agency costs – stock option plan

**Unit – V: Corporate Governance Framework in India:** Corporate boards and its powers, responsibilities and disqualifications; board committees and their functions- remuneration committee, nomination committee, compliance committee, shareholders grievance committee, investors relation committee, investment committee, risk management committee, and audit committee; regulatory framework of corporate governance in India; SEBI guidelines and clause 49; reforms in the Companies Act, 2013; corporate governance in PSUs and banks.

### **Reference Books**

1. R.C.Sekhar – Ethical Choices in Business – Response Books, 2002
2. Corporate Governance and business Ethics by All India Management Association – Excell Books
3. William H. Shaw, Business Ethics – Thomson Publications
4. N. Balasubramanyan, Corporate boards and Governance – Sterling publishers
5. Neville Bain & David Band, “Winning Ways through corporate governance” – Macmillan publishers
6. Naresh chandra committee report published in Chartered secretary, feb 2003 – VI.33, No.2.
7. Business Ethics and Corporate Governance, C.S.V.Murthy, HPH
8. Business Ethics & Corporate Governance, S. Prabakaran, EB
9. Kenichi Ohmae, The End of the Nation State, The rise of Regional Economies

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