

# CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Course Code: MBA 401

Credit Units: 02

## Learning outcome:

The biggest challenge facing corporate today is the lack of vision in corporate governance. From legal, economic and social to environmental degradation can be attributed to poor governance and the fall-outs are reversible but environmental degradation has brought planet earth to the brink of the sixth mass extinction event. The course begins by analyzing the corporate citizenship of an organisation in its business environment and the domain knowledge of business ethics and social responsibility and responsiveness. Further, the course will develop the concept of global exposure and cross-cultural understanding to make globally responsive managers.

## Course Contents:

### Module I: Introduction to CSR

Objectives, definitions, evolution and need for CSR. Ethics and morals. Theoretical perspectives- Corporate citizenship. Andrew Carnegie on CSR. Archie Carroll's Corporate social performance. Four stages of CSP. Milton Friedman on CSR. John D Rockefeller on CSR. Business practices. Strategies for CSR. Challenges and implementation.

### Module II: Evolution of Corporate Governance

Governance practices and regulation. Structure and development of boards. Role of capital market and government. Governance ratings. Future of governance. Innovative practices. Case studies with lessons learnt.

### Module III: Sustainability

Meaning and scope. CSR and Corporate sustainability. Appreciation of the movie – An inconvenient truth. Sustainability terminologies and meanings. Climate change. Kyoto Protocol. Carbon credits. Annexure – I and Annexure – II nations. Climate summit. The Copenhagen round. Why sustainability an imperative. Sustainability case studies. 'From Green to Gold'. Triple Bottom Line – Economic, Social and Environmental triad.

### Module IV: From implementation to output

Corporate sustainability reporting frameworks. Global reporting initiative guidelines. National voluntary guidelines on social, environmental and economic responsibilities of business.

### Module V: International Standards

Sustainability indices. Principles of responsibility investment. Challenges in mainstreaming sustainability reporting. Sustainability reporting case studies. Appreciation of the movie 'Racing Extinction'.

## Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/Presentation	ESE
Weightage (%)	15	5	10	70

## Text & References:

- S S Khanka, (2014), Business Ethics and Corporate Social Responsibility. S Chand.
- Sanjay K agarwal, (2008), Corporate Social Responsibility in India. Sage Knowledge.
- Peter Rogers, Kazi F Jalal, John a Boyd, (2007), An Introduction to Sustainable Development. Routledge.
- James h Weaver, Kenneth Kusterer, Micheal T Rock, (2003), Achieving Broad based Sustainable Development: Governance, Environment, and Growth with Equity. Kumarian Press.