Ref./SU/BOS/Com & Mgt./520   **Date : 19/09/2024**

To,

    The Director,
    Centre for Study of Social Exclusion and Inclusive Policy,
    Shivaji University, Kolhapur

Subject : Regarding syllabi of P.G. Diploma in Corporate Social Responsibility under the Faculty of Commerce & Management

Sir/Madam,

    With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the syllabi of **P.G. Diploma in Corporate Social Responsibility** under the Faculty of Commerce & Management

    This syllabi shall be implemented from the academic **year 2024-2025** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in (Online Syllabus).

    You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

    Thanking you,

Yours faithfully,

(Dr. S. M. Kubal)
Dy. Registrar

Encl : As above

Copy to,

1. Dean, Faculty of Commerce & Management
2. Chairman, BOS under Faculty of   for information
         Commerce & Management
3. Director, BOEE
4. Appointment Section
5. P. G. Admission Section
6. B. Com. and OE 1 Section
7. Affiliation Section (U.G./P.G.)   for information and necessary action.
8. Computer Center/I.T.
9. Eligibility Section
10. Distance Education
11. P.G. Seminer Section
12. IQAC Section

SHIVAJI UNIVERSITY, KOLHAPUR

Established: 1962

A⁺⁺ Accredited by NAAC (2021) With CGPA 3.52

New Syllabus For
Post Graduate Diploma in Corporate Social Repsoncibltiy

UNDER
Faculty of Commerce and Management

STRUCTURE AND SYLLABUS IN ACCORDANCE WITH
NATIONAL EDUCATION POLICY - 2020
HAVING CHOICE BASED CREDIT SYSTEM
WITH MULTIPLE ENTRY AND MULTIPLE EXIT OPTIONS

(TO BE IMPLEMENTED FROM ACADEMIC YEAR 2024-25

ONWARDS)

Index

1. PREAMBLE

In an era where the intersection of business and society is, more pronounce than ever, the Postgraduate Diploma in Corporate Social Responsibility (CSR) emerges as a vital educational offering. This program is dedicate to equipping students with the knowledge, skills, and ethical grounding required navigating and shaping the complex landscape of corporate responsibility.

Recognizing the imperative for businesses to act as stewards of societal and environmental well-being, this diploma seeks to foster a deep understanding of the principles and practices that drive responsible corporate behavior. It aims to develop leaders who can balance profitability with sustainability, ensuring that their organizations contribute positively to the communities and ecosystems in which they operate.

Our curriculum is design to cover a comprehensive range of topics, from ethical governance and sustainable development to stakeholder engagement and social impact assessment. Through a blend of theoretical foundations and practical applications, students will learn to critically analyze CSR strategies, implement effective policies, and measure outcomes that align with both business objectives and societal expectations.

We are committed to nurturing a new generation of professionals who are not only proficient in the tenets of CSR but are also passionate about making a difference. This program will empower graduates to become influential advocates for corporate responsibility, driving change within their organizations and beyond, and contributing to a more equitable and sustainable future for all.

2. PROGRAMME OUTCOMES (POS)

Upon successful completion of the Postgraduate Diploma in Corporate Social Responsibility (CSR), graduates will be equipped with the following competencies:
1. Comprehensive Understanding of CSR Concepts: Graduates will possess a thorough knowledge of the foundational theories, principles, and evolving trends in corporate social responsibility.
2. Strategic CSR Planning and Implementation: Graduates will be adept at developing and executing CSR strategies that are align with corporate goals, stakeholder expectations, and sustainable development objectives.
3. Stakeholder Engagement and Management: Graduates will demonstrate the ability to identify, engage, and manage relationships with key stakeholders, including employees, customers, suppliers, communities, and regulators.
4. Sustainable Business Practices: Graduates will be equipped to promote and implement sustainable practices within organizations, driving initiatives that reduce environmental footprints and enhance social value.

5. Corporate Governance and Accountability: Graduates will understand the importance of robust corporate governance structures and practices that ensure transparency, accountability, and ethical behavior.

By achieving these outcomes, graduates of the Postgraduate Diploma in Corporate Social Responsibility will be well-prepare to contribute meaningfully to the development and implementation of responsible business practices that foster sustainable and inclusive growth.

3. DURATION:

The Post Graduate Diploma in International Relations and Security Studies programme shall be A Full time course on one year – two Semester Duration with 22 Credits per Semester. (Total Credits = 44)

4. ELIGIBILITY FOR ADMISSION:

Any Graduate from recognized UNIVERSITY/HEI is eligible for admission for this course. The criteria for admission is as per the rules and regulations set from time to time by concerned departments, HEIs, university, government and other relevant statutory authorities.

5. MEDIUM OF INSTRUCTION:

The medium of instruction shall be ENGLISH. However, the students will have an option to write answers-scripts in English and Marathi.

6. EXAM PATTERN :

The pattern of examination will be Semester End Examination with Internal Assessment/Evaluation.

7. SCHEME OF TEACHING AND EXAMINATION:

Post Graduate Diploma in Corporate Social Responsibility Program structure for Semester I and II											
Semester I											
Teaching Scheme						Examination Scheme					
Sr.No	Theory (TH)				Practical (PR)	Semester-end Exam (SEE)			Internal Assessment		
	Course type	No. of lectures	Hrs.	Credit		Paper Hrs.	Max	Min	Internal	Max	Min
1	MM1	4	4	4		3	80	32		20	8
2	MM2	4	4	4		3	80	32		20	8
3	MM3	4	4	4		3	80	32		20	8
4	MM4	2	2	2		2	40	16		10	4
5	ME1	4	4	4		3	80	32		20	8
6	RM	4	4	4		3	80	32		20	8
Total		22	22	22			440			110	
									SEE+IA: 440+110=550		
Semester II											
Teaching Scheme						Examination Scheme					
Sr.No	Theory (TH)				Practical (PR)		Semester-end Exam (SEE)		Internal Assessment		
	Course type	No. of lectures	Hrs.	Credit	Hrs	Credits	Paper Hrs.	Max	Min	Internal	Max	Min
1	MM5	4	4	4	--	--	3	80	32	--	20	8
2	MM6	4	4	4			3	80	32		20	8
3	MM7	4	4	4			3	80	32		20	8
4	MM8	2	2	2			3	40	16		10	4
5	ME2	4	4	4			3	80	32		20	8
6	OJT/FP	--	--	--	4	4	report	80	32	Viva-Voce/presentation	20	8
Total		18	18	18				440			110	
										SEE+IA:440+110=550		
Semester I & II		40	40	40	4	4		880	-	SEE+AI: 880+220=1100		

MM: Major Mandatory – there will be four mandatory cources for each Semester	
ME: Major Elective : one	
RM : Research methodology : it is also mandatory	
OJT/FP: on job training – internship/Apprentship or field project: it is mandatory course.it should be completed during end of Sem I to End of Sem II	

8. PROGRAMME STRUCTURE

Year	Level	Sem.	Major Course with Credit		RM	OJT/FP	Total Credits	Degree
			Mandatory	Elective				
1	6.0	I	DSC-1 : Fundamental of CSR (4) DSC-2: CSR Process in India Context (4) DSE-1 : Corporate ethics and Governance (4) DSE-2 : Environmental Corporate Sustainability (2)	SEC-1: Development Communication(4)	AECC-1: Research Methodology(4)	--	22	PG Diploma
		II	DSC-3: CSR and its Implementation (4) DSC-4: corporate social Accounting (4) DSE-3: ISO 26000-Social Repsoncibltiy (4) DSE-4: SDG and CSR(2)	SEC-2: Project Development and Management (4)	---	field project (4)	22	
Cumulative Credits for PG Diploma			28	8	4	4	44	

9. NATURE OF QUESTION PAPER AND SCHEME OF MARKING

I.   FOR FOUR CREDITS: Total Marks: 80
   Each question will carry 20 marks

   Q1. Answer the following   [20]
      A. MCQ. (10 Questions for 10 Marks)
      B. true/false (10 Concepts for 10 Marks)

   Q2. Short Notes (Any four out of six)   [20]

   Q3. Long Answer Question (Any one out of two)   [20]

   Q4. Long Answer Question (Any one out of two) [20]

II.   FOR TWO CREDITS: Total Marks: 40

   Q1. MCQ (10 Question for 10 Marks)   [10]

   Q2. Short Answer Question (Any 2 out of 4)   [10]

   Q3. Long Answer Question (Any one out of two)   [20]

10. SYLLABUS
   Semester I

   DSC-1: Fundamental of CSR (4)
   DSC-2: CSR Process in India Context (4)
   DSE-1: Corporate ethics and Governance (4)
   DSE-2: Environmental Corporate Sustainability (2)
   SEC-1: Development Communication (4)
   RM1: Research methodology

A) THEORY PAPERS:

Post Graduate Diploma in Corporate Social Responsibility

SEMESTER – I
Type: Major Mandatory

Course Name: Fundamentals of Corporate Social Responsibility (CSR)

Course Number: MM 1

Course Credits: 4

Marks: (For 4 Credits: Semester end Examination: 80 Internal Assessment: 20 Total Marks: 100)

Course Learning Outcomes:

After completion of this course, the student will be able to:

1. Understand the fundamental concepts and definitions of CSR. Able Trace the historical development of CSR, recognize key milestones, and identify the drivers and benefits of implementing CSR in organizations.
2. Compare and contrast different theoretical frameworks and models of CSR, Analyze how theoretical perspectives influence CSR strategies and practices, understand the role of corporate governance in shaping CSR initiatives.
3. Identify and categorize various stakeholders relevant to CSR and Develop effective stakeholder engagement and communication strategies.
4. Apply appropriate metrics and indicators to measure CSR performance, Understand and utilize key CSR reporting standards, frameworks, and Develop skills in creating transparent and comprehensive CSR reports.

Unite 1: Introduction to Corporate Social Responsibility (Hours - 15, Credit - 1):
Definition and Scope of CSR, Historical Evolution of CSR, Key Drivers of CSR: Social, Environmental, and Economic, CSR in Different Cultural and Geographical Contexts.

Unite e 2: Theoretical Frameworks and Approaches to CSR (Hours - 15, Credit - 1):
Theories of CSR: Stakeholder Theory, Shareholder Theory, Triple Bottom Line, CSR Models and Frameworks: Carroll's Pyramid of CSR, ISO 26000, Strategic CSR vs. Philanthropy, Corporate Governance and CSR, Ethical Theories and CSR

unite 3: CSR and Stakeholder Management (Hours - 15, Credit - 1) : identifying Stakeholders: Internal and External, Stakeholder Theory and CSR, Stakeholder Engagement Strategies, Balancing Stakeholder Interests , Case Studies on Successful Stakeholder Engagement

unite 4: Measuring and Reporting CSR (Hours - 15, Credit - 1) Metrics and Indicators for CSR Performance, CSR Reporting Standards: GRI, SASB, UN Global Compact, Sustainability Reporting and Integrated Reporting, Transparency and Accountability in CSR Reporting, Case Studies on CSR Reporting

LIST FOR READING / LIST FOR REFERENCES:
1. "Corporate Social Responsibility: Readings and Cases in a Global Context" by Andrew Crane, Dirk Matten, and Laura Spence, Routledge , 2013
2. "Corporate Social Responsibility: A Very Short Introduction" by Jeremy Moon, Oxford University Press, 2014.
3. "Strategic Corporate Social Responsibility: Stakeholders in a Global Environment" by David Chandler and William B. Werther Jr. SAGE, 2011
4. "The Oxford Handbook of Corporate Social Responsibility" edited by Andrew Crane, Abagail McWilliams, Dirk Matten, Jeremy Moon, and Donald S. Siegel, Oxford University Press, 2009
5. "Corporate Social Responsibility: Concepts and Cases: The Indian Experience" by C. V. Baxi and Ajit , Excel Book, 2006
6. "Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization by Andrew Crane and Dirk Matten, Oxford University Press, 2016
7. "Corporate Social Responsibility: The Corporate Governance of the 21st Century"by Ramon Mullerat, Kluwer Law International, 2010
8. "Corporate social responsibility in India" by Sanjay K Agarwal, SAGE , 2008

Type: Major Mandatory
Course Name: CSR Process in the Indian Context
Course Number: MM 2
Course Credits: 4
Marks: (For 4 Credits: Semester end Examination: 80 Internal Assessment: 20 Total Marks: 100)

Course Learning Outcomes:
After completion of this course, the student will be able to:
1. Understand the historical and cultural context of CSR in India. Familiarize with the legal framework governing CSR in India, particularly the Companies Act 2013and Identify key drivers and influences on CSR practices in India.
2. Develop CSR policies that comply with Indian regulations and address local needs. Identify and prioritize key areas for CSR initiatives based on community needs and company capabilities and understand the process of implementing, monitoring, and evaluating CSR projects effectively.
3. Understand the mandatory CSR reporting requirements in India, Learn best practices for transparent and effective CSR reporting and disclosure and analyze case studies to identify successful CSR reporting strategies.
4. Analyze and learn from successful CSR initiatives implemented by leading Indian companies, Identify innovative practices and their impacts on communities and the environment and understand the challenges faced in implementing CSR and the solutions adopted to overcome them.

Module 1: Overview of CSR in India (Hours - 15, Credit - 1): Historical Development of CSR in India, Legal Framework and CSR Mandate: Companies Act 2013, Key Drivers of CSR in India: Economic, Social, and Environmental Factors, Cultural and Traditional Influences on CSR in India, CSR and Sustainable Development Goals (SDGs) in the Indian Context

Module 2: Strategic CSR Planning and Implementation in India: (Hours - 15, Credit - 1): Developing CSR Policies Aligned with Indian Regulations, Identifying Key Areas for CSR Focus: Education, Health, Environment, Livelihood, etc., Partnering with NGOs and Local Communities, Designing and Implementing Effective CSR Projects and Monitoring and Evaluating CSR Initiatives

Module 3: CSR Reporting and Disclosure in India (Hours - 15, Credit - 1) : Mandatory CSR Reporting Requirements under the Companies Act 2013, Best Practices in CSR Reporting and Disclosure, Using Reporting Frameworks: National Voluntary Guidelines

(NVGs), Business Responsibility Report (BRR), Case Studies on CSR Reporting by Indian Companies, Role of CSR Reporting in Enhancing Corporate Reputation

Module 4: Case Studies and Best Practices in CSR in India (Hours - 15, Credit – 1 Case Studies of Leading Indian Companies in CSR: Tata Group, Infosys, Reliance Industries, etc., Innovative CSR Practices and Their Impact, Challenges and Solutions in Implementing CSR in India, Role of Corporate Leadership in Driving CSR and Community Engagement and Impact Assessment

LIST FOR READING / LIST FOR REFERENCES:

1. "Corporate Social Responsibility in India: Cases and Developments After the Legal Mandate" by Nayan Mitra and René Schmidpeter, Springer, 2016
2. "Corporate Social Responsibility: Concepts and Cases: The Indian Experience" by C. V. Baxi and Ajit Prasad, , Excel Book, 2006
3. "Corporate social responsibility in India" by Sanjay K Agarwal, SAGE , 2008
4. "Corporate Social Responsibility in India: A Study of Management Attitudes" by Madhumita Chatterji,   Mittal Publications, New Delhi 1992
5. "Corporate Social Responsibility and Sustainable Development in Emerging Economies" by Dhirendra K. Vajpeyi and Roopinder Oberoi, Lexington Books, 2015.
6. "CSR and Competitiveness—Essentials for the Corporate India" edited by Sangeeta Rana
7. "Corporate Social Responsibility in India" by Bidyut Chakrabarty, Routledge, 2011
8. Corporate Social Responsibility and Sustainable Development in Emerging Economies by Dhirendra K. Vajpeyi (Editor), Roopinder Oberoi (Editor), Swapan K. Bala (Contribution by), Munim Kumar Barai (Contribution by), K.V. Bhanu Murthy (Contribution by), Lexington Books, 2015.
9. "India's Social Sector and SDGs: Problems and Prospects" edited by R. K. Mishra and Shulagna Sarkar

Type: Major Mandatory
Course Name: Corporate ethics and Governance
Course Number: MM 3
Marks: (For 4 Credits: Semester end Examination: 80 Internal Assessment: 20 Total Marks: 100)

Course Learning Outcomes:
After completion of this course, the student will be able to:
1. Understand the basic concepts and importance of corporate ethics, Apply ethical theories and decision-making models to business scenarios and Identify and analyze common ethical issues in the corporate environment.
2. Understand the principles and components of corporate governance; recognize the roles and responsibilities of boards, committees, and executive management and Familiarize with corporate governance codes, standards, and regulatory requirements.
3. Identify and assess various types of risks faced by organizations, Understand the role and design of internal controls in mitigating risks, Analyze case studies to learn from real-world examples of risk management and internal controls.
4. Understand the characteristics and importance of ethical leadership, Learn strategies for building and maintaining an ethical corporate culture and analyze the impact of ethical leadership through case studies.

Module 1: Foundations of Corporate Ethics (Hours - 15, Credit - 1): Definition and Importance of Corporate Ethics, Ethical Theories and Approaches: Utilitarianism, Deontology, Virtue Ethics, and Business Ethics vs. Personal Ethics, Ethical Decision-Making Models, and Common Ethical Issues in Business: Conflicts of Interest, Insider Trading, Bribery, and Corruption

Module 2: Corporate Governance Framework: (Hours - 15, Credit - 1): Definition and Principles of Corporate Governance, Key Components of Corporate Governance: Board of Directors, Committees, and Executive Management, Roles and Responsibilities of the Board and Management, Corporate Governance Codes and Standards: OECD Principles, Cadbury Report, Regulatory Environment and Compliance

Module 3: Risk Management and Internal Controls (Hours - 15, Credit - 1) : Understanding Risk and Its Types: Operational, Financial, Strategic, Compliance, Risk Management Process: Identification, Assessment, Mitigation, Monitoring, Role of Internal Controls in Governance, Designing and Implementing Effective Internal Controls, Case Studies on Risk Management and Internal Controls Failures and Successes

Module 4: Ethical Leadership and Corporate Culture (Hours - 15, Credit – 1) : Characteristics of Ethical Leadership, Building and Sustaining an Ethical Corporate Culture, The Role of Leadership in Shaping Corporate Values and Ethics, Ethical Challenges in Leadership: Balancing Stakeholder Interests, Managing Crises, Case Studies on Ethical Leadership and Culture Transformation

LIST FOR READING / LIST FOR REFERENCES:

1. "Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization" by Andrew Crane and Dirk Matten, OUP Oxford, 2019.
2. "Corporate Governance and Ethics" by Zabihollah Rezaee, Wiley, 5th Edition 2009.
3. "Corporate Governance: Principles, Policies, and Practices" by Bob Tricker, OUP Oxford 2015.
4. "The Handbook of Board Governance: A Comprehensive Guide for Public, Private, and Not-for-Profit Board Members" edited by Richard Leblanc, Wiley, 2020.
5.
6. "Business Ethics: Ethical Decision Making and Cases" by O. C. Ferrell, John Fraedrich, and Linda Ferrell, South-Western College Publishing, 2018.
7. "Corporate Governance and Ethics: An Aristotelian Perspective" by Alejo G. Sison, Edward Elgar Publishing Ltd, 2010.
8. "Corporate Governance: A Global Perspective" by Marc Goergen, Cengage Learning EMEA, 2018.
9. "Corporate Governance and Accountability" by Jill Solomon Wiley, 2020.
10. "Ethical Business Cultures in Emerging Markets" edited by Douglas Jondle, Alexandre Ardichvili, and James Mitchell, Cambridge University Press, 2017.

Type: Major Mandatory
Course Name: Environmental Corporate Sustainability
Course Number: MM 4
Marks: (For2 Credits: Semester end Examination: 40 Internal Assessment: 10 Total Marks: 50)

Course Learning Outcomes:
After completion of this course, the student will be able to:
1. Understand the definitions and scope of CSR and EC
2. Familiarize with regulatory frameworks and standards governing CSR and ECS.
3. Engage and manage stakeholders in CSR and ECS initiatives.
4. Prepare comprehensive CSR and ECS reports with a focus on transparency.

Unit 1: Introduction to CSR and Environmental Corporate Sustainability (ECS) (Hours - 15, Credit - 1): Definitions and Scope of CSR and ECS, Historical Evolution of CSR and ECS, principles and Pillars of CSR: Economic, Legal, Ethical, and Philanthropic Responsibilities, Key Concepts in ECS: Sustainability, Triple Bottom Line, Circular Economy, The Business Case for CSR and ECS: Risk Management, Competitive Advantage, Brand Value, Regulatory Frameworks and Standards: ISO 14001, GRI, UN Global Compact, SDGs

Unit 2: Strategies and Best Practices for Implementing CSR and ECS(Hours - 15, Credit - 1): Developing and Implementing CSR and ECS Policies, Stakeholder Engagement and Management, Sustainable Supply Chain Management, Energy Efficiency and Resource Management, Waste Reduction and Recycling Initiatives, Reporting and Transparency in CSR and ECS: Sustainability Reports, Carbon Footprint Reporting, Case Studies of Successful CSR and ECS Practices

LIST FOR READING / LIST FOR REFERENCES:
1. "The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success -- and How You Can Too" by Andrew Savitz with Karl Weber, Jossey-Bass 2013.
2. "Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage" by Daniel C. Esty and Andrew S. Winston, Wiley, 2009.

3. "Cradle to Cradle: Remaking the Way We Make Things" by William McDonough and Michael Braungart, North Point Press, 2002.
4. "The Necessary Revolution: How Individuals and Organizations Are Working Together to Create a Sustainable World" by Peter Senge, Bryan Smith, Nina Kruschwitz, Joe Laur, Sara Schley, Crown Business, 2010.
5. "Natural Capitalism: Creating the Next Industrial Revolution" by Paul Hawken, Amory Lovins, L. Hunter Lovins, Little, Brown and Company, 1999.
6. "Sustainable Business in Iowa: How Leading Companies Profit from Environmental and Social Responsibility" by Adam Hammes, CreateSpace Independent Publishing Platform, 2018.
7. "The Business Guide to Sustainability: Practical Strategies and Tools for Organizations" by Darcy Hitchcock and Marsha Willard, Routledge, 2015.
8. "Cannibals with Forks: The Triple Bottom Line of 21st Century Business" by John Elkington, Capstone, 1999.
9. "The Ecology of Commerce: A Declaration of Sustainability" by Paul Hawken, Harper Business, 1993.
10. "Environmental Management: Readings and Cases" by Michael V. Russo, SAGE Publications, 2008.

Type: Major Elective- 1

Course Name: Development Communication

Course Number: ME-1

Marks: (For 4 Credits: Semester end Examination: 80 Internal Assessment: 20 Total Marks: 100)

Course Learning Outcomes:

After completion of this course, the student will be able to:

1. Understand the basic concepts, scope of Development Communication and Identify, and discuss ethical considerations in Development Communication initiatives.
2. Develop and design effective Development Communication campaigns, Utilize participatory approaches to engage communities in the communication process.
3. Implement monitoring and evaluation frameworks to assess the impact of Development Communication initiatives.

Unit 1: Introduction to Development Communication (Hours - 15, Credit - 1): Overview of Development Communication: Definition, scope, and objectives; Historical evolution and key milestones in development communication; Theoretical foundations: Diffusion of Innovations, Agenda-Setting Theory, Participatory Communication, etc.**;** Role of communication in social change and development.

Unit 2: Theoretical Frameworks and Models (Hours - 15, Credit - 1): Modernization theory and development communication; Dependency theory and critical perspectives on development communication**;** Participatory approaches: Community-based communication and empowerment; Communication for behavior change: Social marketing, health communication, etc; Case studies illustrating successful and unsuccessful applications of different theoretical frameworks.

Unit 3: Media and Technologies in Development Communication(Hours - 15, Credit - 1): Role of traditional media (print, radio, television) in development; New media and digital technologies: Internet, mobile phones, social medial; ICTs (Information and Communication Technologies) for development; Ethical considerations in using media and technologies for development communication.

Unit 4: Applications and Case Studies (Hours - 15, Credit - 1): Communication strategies for sustainable development goals (SDGs); Case studies from various regions and sectors (health, agriculture, education, etc.); Evaluation and impact assessment of development communication initiatives; Future trends and challenges in development communication.

LIST FOR READING / LIST FOR REFERENCES:

1. "Development Communication: Reframing the Role of the Media" by Thomas L. McPhail, Blackwell Publishing Ltd. 2009.
2. "Development Communication: Principles and Practice" by Uma Narula, HAR-ANAND PUBLICATION PVT LTD. 2019.
3. "Communication for Development in the Third World: Theory and Practice for Empowerment" by Srinivas R. Melkote and H. Leslie Steeves, SAGE, 2001.
4. "Communication for Development and Social Change" by Jan Servaes, Sage India, 2007.
5. "The Handbook of Development Communication and Social Change" edited by Karin Gwinn Wilkins, Thomas Tufte, and Rafael Obregon, John Wiley & Sons, Inc, 2014.
6. "Development Communication Sourcebook: Broadening the Boundaries of Communication" by Paolo Mefalopulos, 8 The International Bank for Reconstruction and Development/The World Bank, 2008
7. "Development Communication: Contexts for the Twenty-First Century" by June Lennie and Jo Tacchi, Routledge, 2013

Type: Research Methodology Mandatory
Course Name: Research Methodology (4)
Course Number: RM1
Course Credits: 4
Marks: (For 4 Credits: Semester end Examination: 80 Internal Assessment: 20 Total Marks: 100)

Course Learning Outcomes:
1. Students will gain a comprehensive understanding of research methodology.
2. Enabling students to plan, conduct, analyze, and interpret research effectively in their respective fields.

Unit 1: Introduction to Research Methodology (Hours - 15, Credit - 1):

Overview of Research: Definition of research, importance, types of research (basic, applied, quantitative, qualitative); Research Process: Steps involved in conducting research (problem identification, literature review, formulation of hypothesis, data collection, analysis, interpretation, and reporting); Research Ethics: Ethical considerations in research (informed consent, confidentiality, minimizing harm, etc.); Types of Research Designs: Experimental, correlational, descriptive, case study, etc.

Unit 2: Research Design (Hours - 15, Credit - 1):

Experimental Design: Basics of experimental research, variables (independent, dependent), control, randomization; Non-experimental Designs: Observational studies, surveys, case-control Studies. Sampling Techniques: Probability and non-probability sampling methods, sampling errors, sample size determination; Measurement in Research: Reliability and validity of measurements, scales of measurement.

Unit 3: Data Collection and Analysis (Hours - 15, Credit - 1):

Data Collection Methods: Questionnaires, interviews, observations, secondary data sources; Data Analysis Techniques: Descriptive statistics (mean, median, mode, variance, and standard deviation), inferential statistics (Hypothesis testing, correlation, and regression); Qualitative Data Analysis: Thematic analysis, content analysis, grounded theory.

Unit 4: Writing and Presenting Research (Hours - 15, Credit - 1):

Writing Research Proposals: Components of a research proposal, formatting guidelines; Writing Research Reports: Structure of a research paper (abstract, introduction, methods, results, and discussion), citation styles (APA, MLA); Presenting Research: Effective presentation skills, creating posters, oral presentations, handling questions.

LIST FOR READING / LIST FOR REFERENCES:

1. "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" By John W. Creswell, SAGE Publications, 2014
2. "Research Methodology: Methods and Techniques" by C.R. Kothari, New Age International Publishers, 2004
3. "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar, SAGE Publications 2019
4. "Research Methods for Business Students" by Mark Saunders, Philip Lewis, Adrian Thornhill, Pearson Education Limited, 2019.
5. "Qualitative Inquiry and Research Design: Choosing Among Five Approaches" by John W. Creswell, Cheryl N. Poth, SAGE Publications, 2017
6. "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams, University of Chicago Press, 2016

Semester II
MM 5: CSR and its Implementation (4)
MM 6: Corporate social Accounting (4)
MM 7: ISO 26000-Social Repsoncibltiy (4)
MM 8: SDG and CSR (2)
ME-2: Project Development and Management (4)
OJT/FP – (4)

Type: Major Mandatory

Course Name: CSR and its Implementation (4)

Course Number: MM 5

Course Credits: 4
Marks: (For 4 Credits: Semester end Examination: 80 Internal Assessment: 20 Total Marks: 100)

Course Learning Outcomes:

After completion of this course, the student will be able to:

1. Understand the concept and scope of Corporate Social Responsibility, Trace the historical evolution and contextualize CSR within business practices. Identify different CSR strategies and their implications for business, Understand the frameworks and models used to structure CSR initiatives
2. Understand the importance of embedding CSR into organizational culture and values, Identify common challenges in CSR implementation and propose solutions
3. Develop skills in gathering feedback and implementing continuous improvement in CSR practices.

Unit 1: Introduction to Corporate Social Responsibility (CSR):   (Hours - 15, Credit - 1): Definition and Scope of Corporate Social Responsibility, Evolution and Historical Context of CSR, The Business Case for CSR, Stakeholder Theory and CSR, Ethical Considerations in CSR

Unit 2: CSR Strategies and Frameworks: (Hours - 15, Credit - 1): Types of CSR Strategies: Philanthropy, Sustainability, Shared Value, CSR Frameworks and Models: Triple Bottom Line, SDGs, Impact Investing, Integrating CSR into Business Strategy, Setting CSR Goals and Key Performance Indicators (KPIs), Case Studies on Successful CSR Strategies

Unit 3: Implementation and Integration of CSR into Business Operations (Hours - 15, Credit - 1): Embedding CSR in Organizational Culture and Values, Integrating CSR into Supply Chain Management, Employee Engagement and CSR Programs, CSR Reporting and Transparency, Challenges and Solutions in CSR Implementation

Unit 4: Monitoring, Evaluation, and Continuous Improvement in CSR (Hours - 15, Credit – 1): Monitoring and Evaluation Frameworks for CSR, Measuring Social and Environmental Impact, Stakeholder Engagement in CSR Evaluation, Feedback Mechanisms and Continuous Improvement, Future Trends and Innovations in CSR.

LIST FOR READING / LIST FOR REFERENCES:

1. CSR and Competitiveness—Essential of the Corporate India and its Sustainability by Saurabh Mittal, Allied Publishers Private Limited, 2012.
2. Corporate Social Responsibility by Kamal Garg, Bharat, 2023.
3. CSR, ESG and Charitable Institutions by K S Ravichandran, Lexis Nexis, 2024
4. Implementing Corporate Social Responsibility: Indian Perspectives by Subhasis Ray and S. Siva Raju, Springer Nature, 2014.
5. CORPORATE SOCIAL RESPONSIBILITY IN INDIA: Cases and Developments after the Legal Mandate by Nayan Mitra and René Schmidpeter (Eds), Rawat, 2022.

Type: Major Mandatory

Course Name: Corporate social Accounting (4)

Course Number: MM 6

Course Credits: 4
Marks: (For 4 Credits: Semester end Examination: 80 Internal Assessment: 20 Total Marks: 100)

Course Learning Outcomes:

After completion of this course, the student will be able to:

1. Understand the concept and scope of Corporate Social Accounting.
2. Understand the frameworks and standards used in Corporate Social Accounting.
3. Understand the concepts of assurance and verification in Corporate Social Accounting.
4. Identify and critically evaluate critiques of Corporate Social Accounting.

Unit 1: Introduction to Corporate Social Accounting: (Hours - 15, Credit - 1): Definition and Scope of Corporate Social Accounting, Historical Evolution of CSA, Objectives and Importance of Social Accounting, Relationship Between Social Accounting, CSR, and Sustainability, Ethical Considerations in Social Accounting

Unit 2: Social Accounting Frameworks and Metrics: (Hours - 15, Credit - 1): Social Accounting Frameworks: Global Reporting Initiative (GRI), Sustainability Accounting Standards Board (SASB), Integrated Reporting, Key Performance Indicators (KPIs) for Social and Environmental Impact, Materiality Assessment and Stakeholder Engagement, Data Collection and Reporting Processes, Case Studies on Effective Social Accounting Practices

Unit 3: Assurance and Verification in Social Accounting: (Hours - 15, Credit - 1): Assurance vs. Verification: Definitions and Distinctions, Types of Assurance Providers: Internal vs. External, Assurance Standards and Guidelines: AA1000, ISAE 3000, Verification Processes and Methodologies, Challenges and Best Practices in Assurance and Verification

Unit 4: critiques, Challenges, and Future Directions in Corporate Social Accounting (Hours - 15, Credit – 1) : Critiques of Corporate Social Accounting: Greenwashing, Selective Reporting, Lack of Standardization, Challenges in Social Accounting: Data Quality, Scope, Complexity, Emerging Trends and Innovations: ESG Integration, Impact Measurement, Block chain Technology, Regulatory Developments and Policy Implications, Future Directions and Opportunities in Corporate Social Accounting

LIST FOR READING / LIST FOR REFERENCES:

1. Corporate Social Accounting by Ralph Wallace Estes, John Wiley, 1976.
2. Social Accounting and Public Management Accountability for the Public Good Edited By Stephen P. Osborne, Amanda Ball, Routledge, 2012.
3. Social and Environmental Accounting FOUR-VOLUME SET Edited by: Rob Gray, Jan Bebbington and Sue Gray, SEAGE, 2010.
4. Social Accounting for Corporate Managers by Jeffrey Gale, James S. Shulman, Legare Street Press, 2023.
5. Accountability, Social Responsibility and Sustainability: Accounting for Society and the Environment Adams, Carol, Owen, Dave, Gray, Rob, Prentice Hall PTR, 2014

Type: Major Mandatory

Course Name: ISO 26000-Social Repsoncibltiy (4)

Course Number: MM 7

Marks: (For 4 Credits: Semester end Examination: 80 Internal Assessment: 20 Total Marks: 100)

Course Learning Outcomes:

After completion of this course, the student will be able to:

1. Understand the purpose and scope of ISO 26000
2. Understand the steps involved in implementing ISO 26000.
3. Understand the importance of monitoring and reporting in social responsibility.
4. Identify common challenges in implementing ISO 26000 and propose solution

Unit 1: Introduction to ISO 26000 :   (Hours - 15, Credit - 1):

Overview and Scope of ISO 26000, Historical Development and Objectives of ISO 26000, Principles of Social Responsibility: Accountability, Transparency, Ethical Behavior, Respect for Stakeholder Interests, Respect for the Rule of Law, Respect for International Norms of Behavior, Respect for Human Rights, Core Subjects of ISO 26000: Organizational Governance, Human Rights, Labor Practices, The Environment, Fair Operating Practices, Consumer Issues, Community Involvement and Development, The Role of ISO 26000 in Promoting Sustainable Development

Unit 2: Implementation of ISO 26000: (Hours - 15, Credit - 1): Steps for Implementing ISO 26000, Developing and Integrating Social Responsibility Policies, Stakeholder Identification and Engagement, Assessing Organizational Impacts on Society and the Environment, Setting Social Responsibility Objectives and Targets, Integrating Social Responsibility into Business Processes

Unit 3: Monitoring and Reporting on Social Responsibility: (Hours - 15, Credit - 1): Monitoring and Evaluating Social Responsibility Performance, Key Performance Indicators (KPIs) for Social Responsibility, Reporting Frameworks and Standards: GRI, Integrated Reporting, Preparing Social Responsibility Reports, Transparency and Accountability in Reporting, Continuous Improvement in Social Responsibility Practices.

Unit 4: Common Challenges in Implementing ISO 26000: (Hours - 15, Credit – 1) : Cultural, Organizational, Regulatory, Solutions and Best Practices for Overcoming Challenges, Emerging Trends in Social Responsibility: Digital Transformation, ESG

Integration, Circular Economy, Innovations in Social Responsibility Practices, The Future of ISO 26000 and Social Responsibility, Case Studies on Future-Oriented Social Responsibility Initiatives.

LIST FOR READING / LIST FOR REFERENCES:

1. ISO 26000 - A Standardized View on Corporate Social Responsibility: Practices, Cases and Controversies by Samuel O. Idowu, Catalina Sitnikov, Lars Moratis, Springer, 2019.
2. ISO 26000: The Business Guide to the New Standard on Social Responsibility By Lars Moratis, Timo Cochius, Routledge, 2011.
3. SO 26000 In Practice (EBook) A User Guide by Michelle S. Bernhart, Francis J. "Sonny" Maher, ASQ, 2011.

Type: Major Mandatory

Course Name: SDG and CSR

Course Number: MM 8

Marks: (For 2 Credits: Semester end Examination: 40 Internal Assessment: 10 Total Marks: 50)

Course Learning Outcomes:

After completion of this course, the student will be able to:

1. Understand the background, principles, and objectives of the SDGs.
2. Map corporate activities to relevant SDGs.
3. Set goals and objectives for CSR initiatives that align with SDGs.
4. Identify and analyze common challenges in aligning CSR with the SDGs.
5. Develop strategies to overcome barriers to SDG integration.

Unit 1: Introduction to Sustainable Development Goals (SDGs) and CSR: (Hours - 15, Credit - 1): Overview and History of the Sustainable Development Goals (SDGs), The Role of the United Nations in Developing the SDGs, Principles and Objectives of CSR, The Interconnection Between SDGs and CSR, The Business Case for Integrating SDGs and CSR

Unit 2: Strategies for Integrating SDGs into CSR: (Hours - 15, Credit - 1): Mapping Corporate Activities to the SDGs, Setting SDG-Aligned CSR Goals and Objectives, Developing and Implementing SDG-Focused CSR Strategies, Tools and Frameworks for Aligning CSR with SDGs (e.g., SDG Compass, GRI Standards), Case Studies of Companies Successfully Integrating SDGs into CSR

LIST FOR READING / LIST FOR REFERENCES:

1. "Business Ethics Corporate Governance and CSR" by Pradeep Sharma , Yaduveer Yadav , Arpita Mehta and Ankur Sethi , R B S A Publishers, 2019.
2. Corporate Social Responsibility: The Role of Business in Sustainable Development by Oliver F. Williams, Routledge, 2013.
3. The Elgar Companion to Corporate Social Responsibility and the Sustainable Development Goals by Samuel O. Idowu, and Liangrong Zu, Elgar, 2023
4. Current Global Practices of Corporate Social Responsibility: In the Era of Sustainable Development Goals by Samuel O. Idowu, Springer. 2021

Type: Major Elective

Course Name: Project Development and Management (4)

Course Number: ME 2

Marks: (For 4 Credits: Semester end Examination: 80 Internal Assessment: 20 Total Marks: 100)

Course Learning Outcomes:

After completion of this course, the student will be able to:

1. Understand the foundational principles, methodologies, and best practices of project management.
2. Acquire knowledge of various tools, techniques, and software used in project management, such as Gantt charts, critical path method, and project management software.
3. Develop skills in creating project charters, defining scope, developing work breakdown structures (WBS), and estimating resources.

Unit 1: Introduction to Project Management (Hours - 15, Credit - 1):

Foundations of Project Management: Overview of project management principles and methodologies; Importance of project management in organizational success; Key roles and responsibilities of project managers and team members

Project Initiation: Project selection criteria and decision-making processes; Stakeholder identification and analysis; Developing a project charter and defining project scope

Project Planning: Work breakdown structure (WBS) development; Resource estimation and allocation; Risk identification, assessment, and mitigation strategies

Unit 2: Project Execution and Monitoring (Hours - 15, Credit - 1):

Project Scheduling and Time Management: Techniques for project scheduling (e.g., Gantt charts, critical path method); Time management strategies and tools

Quality Management: Ensuring project deliverables meet quality standards; Quality assurance vs. quality control; Continuous improvement and lessons learned

Team Development and Management: Building effective project teams; Team dynamics and conflict resolution; Motivation and leadership in project environments

Unit 3: Project Control and Risk Management (Hours - 15, Credit - 1):

Monitoring and Controlling Projects: Performance measurement and reporting; Change control processes; Earned value management (EVM) and variance analysis

Risk Management: Risk response planning; Monitoring and controlling project risks; Integrating risk management into project plans

Unit 4: Project Closure and Stakeholder Engagement (Hours - 15, Credit - 1):

Project Closure: Criteria for project closure; Conducting post-project reviews and audits; Transitioning project deliverables to operations

Stakeholder Engagement and Communication: Effective communication strategies in project management; Stakeholder analysis and engagement plans; managing expectations and resolving conflicts with stakeholders

LIST FOR READING / LIST FOR REFERENCES

1. "Project Development and Management for Public-Private Partnerships" by Jeffrey P. Davidson, Dennis A. Rondinelli, Edward Elgar Publishing, 2011
2. "Managing the Project Team: The Human Aspects of Project Management, Volume 3 by Vijay K. Verma, Project Management Institute, 1995
3. "Effective Project Management: Traditional, Adaptive, Extreme" by by Robert K. Wysocki , Rudd McGary , John Wiley & Sons, 2003.
4. Project Management: The Managerial Process | 8th Edition" by by Erik W. Larson , Clifford F. Gray, McGraw Hill, 2021.

Type: OJT/FP

Course Name: on job training /field project (4)

Course Number: OJT 1

Marks: (For 4 Credits: Semester end Examination: 80 Internal Assessment: 20 Total Marks: 100)

OJT/FP Structure

Phase 1: Orientation and Introduction

- Introduction to the Organization: Provide an overview of the organization's mission, values, and culture; introduce key personnel and departments.
- Role Familiarization: Clarify the student's role, responsibilities, and expected outcomes; Discuss any relevant policies, procedures, and safety guidelines.
- Corposndances and Coordination with industries for OJT

Phase 2: actual OJT placement for 15 days.

- Basic Skills Training;
- Shadowing and Observation;
- Hands-on Practice

Phase 3: Assessment and Evaluation

- Feedback and Reflection: - Encourage the student to reflect on their learning experience and gather feedback from supervisors and mentors.
- Report submission
- Viva-voice /presentation