

 Estd. 1962 "A++" Accredited by NAAC (2021) With CGPA 3.52	SHIVAJI UNIVERSITY, KOLHAPUR 416 004, MAHARASHTRA PHONE : EPABX - 2609000, BOS Section - 0231-2609094, 2609487 Web : www.unishivaji.ac.in Email: bos@unishivaji.ac.in शिवाजी विद्यापीठ, कोल्हापूर, ४१६ ००४, महाराष्ट्र दूरध्वनी - इपीबीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४, २६०९४८७ वेबसाईट : www.unishivaji.ac.in ईमेल : bos@unishivaji.ac.in		
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SU/BOS/Science/253

Date: 09 /07/2026

The Head/Co-ordinator/Director,
All concerned Department,
Shivaji University, Kolhapur.

Subject : Regarding revised syllabi of Certificate Courses under the Faculty of Inter
Disciplinary Studies

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 revised syllabi of following certificate Courses under the Faculty of Inter- Disciplinary Studies.

Corporate Social Responsibility [CSR] and Media
Certificate Course in Writing for Media

This syllabus shall be implemented from the academic year **2026-2027** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in NEP-2020 (Online Syllabus)

You are therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,



Dy Registrar

Encl. : as above

Copy to: For information and necessary action

1	The I/C Dean, Faculty of IDS	7	Affiliation T. 1 & T. 2 Section
2	Director, Board of Examination and Evaluation	8	P.G.Admission Section
3	The Chairman, Respective Board of Studies	9	Appointment A & B Section
4	O. E. 1 Exam Section	10	P.G.Seminar Section
5	Eligibility Section	11	I. T. Cell
6	Computer Centre	12	Internal Quality Assurance Cell (IQAC)

SHIVAJI UNIVERSITY, KOLHAPUR.



Established: 1962

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**Revised Syllabus For
Certificate Course in
Corporate Social Responsibility [CSR] and Media**

**UNDER
Faculty of IDS
(TO BE IMPLEMENTED FROM ACADEMIC YEAR 2026 ONWARDS)
Subject to the modifications to be made from time to time**

**SHIVAJI UNIVERSITY, KOLHAPUR
Department of Journalism and Mass Communication**

Certificate Course in Corporate Social Responsibility [CSR] and Media

Introduction:

This course is designed to give a basic understanding of corporate social responsibility as an important part of every business sector today. Corporate social responsibility as we know is now accepted a means to achieve sustainable development of an organization. This has led to a higher level of compliance requirement for companies and has created new career opportunities for CSR professionals.

The course begins with basic introduction to the concept corporate social responsibility, its effective strategies. Further various components like public awareness, media approach, CSR and Government, etc. are introduced.

The objectives of certificate course:

1. To give basic idea of corporate social responsibility and Media.
2. Understand the role of corporate social responsibility as an important part of business sector.
3. To introduce the career opportunities in corporate social responsibility and media.

Course Structure:

- CSR-I Foundations of Corporate Social Responsibility (100 marks)
- CSR-II CSR, Media, and Strategic Communication (100 marks)
- CSR-III Corporate Reputation, PR, and CSR Integration (100 Marks).

Total – 300 Marks

Duration:

The Corporate Social Responsibility and Media will be 13 weeks duration. The course curriculum will be conducted at weekends, i.e. Friday and Saturday

Eligibility:

Graduate of any faculty from any recognized university in India and abroad are eligible to seek admission to this course, provided they satisfy the following conditions. They should have secured at least 40 percent marks in aggregate at their degree level.

Admission Procedure:

- I. All applications received will be secured as per eligibility criteria.
- II. Eligible candidates will be given academic rating based on the past performance.
- III. List of candidatures provisionally selected for the programme will be based on overall performance and as per the reservation policy of the State Government and Rule of SUC.

Fees Structure:

- I. For Regular P.G. Student of Shivaji University, Kolhapur – Rs.2000/-
- II. For Other students and Office bearers – Rs.3000/-
- III. Foreign Students – Rs.7000/-

Intake Capacity:

The intake capacity of this course is 15 students.

Medium of Instructions:

The medium of instruction for this course shall be in English, Hindi and Marathi.

Maximum Time Limit for Completion of the Course:

The maximum time limit for completing the course programme is 3 years.

Examination Scheme:

At the end of the course exam would be taken based on the syllabus provided for the short-term course.

- I. The theory exam shall be conducted.
- II. Each theory paper will be of 80 marks.
- III. The internal evaluation of in-depth report, seminars and internal test will carry 20 marks respectively.

Course Structure:**PAPER I: Foundations of Corporate Social Responsibility (100 Marks)****Theory (80 Marks)****Module 1: The Concept and Scope of Corporate Social Responsibility**

- Concept and meaning of CSR
- Evolution of CSR: Global and Indian Perspectives
- Philanthropy, Sustainability and Corporate Citizenship
- Stakeholder Theory and Triple Bottom Line
- CSR and Sustainable Development Goals (SDGs)

Module 2: Legal and Policy Framework

- CSR under Companies Act, 2013
- Section 135 and CSR Rules
- Schedule VII Activities
- CSR Committee and Governance Structure
- CSR Reporting and Disclosure Requirement

Module 3: CSR Planning and Implementation

- Identification of Community Needs
- CSR Project Planning
- Budgeting and Resource Allocation

- Monitoring and Evaluation
- Impact Assessment

Module 4: Major Areas of CSR Intervention

- Education
- Health and Nutrition
- Environmental Sustainability
- Rural Development
- Women's Empowerment
- Skill Development
- Disaster Management

Practical (20 Marks)

- **Assignment:** Students will select one publicly listed Indian company and prepare a report analysing its latest CSR policy and annual report. The report should critique its alignment with the Companies Act, 2013, and the nature of its chosen projects.

PAPER II: CSR, Media, and Strategic Communication (100 Marks)

Theory (80 Marks)

Module 1: Media and Social Responsibility

- Media as an Agent of Social Change
- Development Communication
- Public Interest Journalism
- Media Ethics and Accountability

Module 2: Role of Media in CSR

- CSR Awareness Campaigns
- Media Advocacy
- Community Media and CSR
- Digital Media and CSR Communication
- Social Media Engagement Strategies

Module 3: CSR Reporting and Journalism

- Principles of CSR Reporting
- Writing CSR Stories and Features
- Investigative Reporting on CSR
- Data Journalism and CSR
- Fact-Checking CSR Claims
- Greenwashing and Media Scrutiny

Module 4: CSR Content Creation

- CSR Report Writing
- Press Releases
- Newsletter Development
- Social Media Content

- Documentary and Audio-Visual Storytelling
- **Practical (20 Marks)**
- **Assignments:** Students will write a CSR News Story, a data-based CSR story, a CSR Feature Article, and a CSR Press Release.

PAPER III: Corporate Reputation, PR, and CSR Integration (100 Marks).

Theory (80 Marks)

Module 1: Introduction to Corporate Public Relations

- Definition, meaning and scope of Corporate PR
- Functions, objectives and scope of Corporate PR
- PR as a management function
- Key tools of PR: Media relations, community relations, internal communication, crisis management.
- PR ethics and professional standards.
- Publics and stakeholders
- Corporate communication ecosystem
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Module 2: The Synergy between CSR and PR

- Authentic PR for CSR
- CSR as a strategic communication tool
- CSR as a reputation-building tool
- Role of communication in social responsibility

Module 3: Corporate Reputation and CSR Branding

- Corporate Identity, Image and Reputation
- CSR and brand building
- CSR and Reputation management strategies
- CSR and trust building
- Crisis Management: The role of transparent CSR and PR during corporate crises.
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Module 4: Applied Learning through Case Studies

- **Case Study Analysis (Success):** In-depth study of a company that successfully integrated CSR and PR for positive brand building (e.g., Tata Group, Unilever's Sustainable Living Plan).
- **Case Study Analysis (Failure):** In-depth study of a company that faced a crisis due to poor CSR or "greenwashing" and the PR fallout (e.g., Volkswagen emissions scandal, fast fashion controversies).

Practical (20 Marks)

- **Assignment:** Students will choose one of the "failure" case studies discussed in class and develop a "Crisis Recovery PR Plan." The plan should outline the steps the company should have taken to communicate its remedial CSR actions and begin rebuilding public trust. This will be presented to the class.

