

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (SM)/ PGDM (M)
2017-19 Batch

Course Title: Corporate Social Responsibility

Course Code: CP-GM01

Course Overview:

CSR has evolved from traditional philanthropy and donation to incorporate not only what companies do with their profits, but also how they make them. Through their stakeholder relations management and innovative business models, companies can not only develop practices to address environmental and social issues, but also identify opportunities for innovative products and technologies. With multiple stakeholders including NGO's, governments, the Social Responsible Investment (SRI) community and employees all demanding transparency, communicating CSR is complex. Corporate communicators often find themselves at the center of these movements charged with a continuum of activities from CSR reporting to employee and stakeholder engagement to the initiation of joint ventures.

The course provides an overview of corporate social responsibility, its evolution, various models, metrics and stakeholders as well as key issues in communicating CSR including the use of online communities. **The course topics are divided into 3 major sections:**

- CSR background and core communication issues
- Case studies and live project
- Skill development and community service

Throughout the course we will have high-profile guest speakers who are at the forefront of implementing and communicating CSR.

Learning Outcomes:

LO1-Students will develop an understanding of the political, social, and economic drivers behind CSR.

LO2-Develop communication plan for CSR

LO3-Apply management theory and skill in solving social problems

LO4-Understand the critical element of CSR initiative

LO5-Audit and implement a CSR Initiative

Evaluation Criteria

Component	Description	Weight
Quizzes	There shall be two quizzes of MCQ(s) type, equally distributed over the whole curriculum.	10
Case Assignments	Students will be required to submit individual assignments based on analysis of cases/case-lets. Mini-cases will be describing what you would do in a specific situation	10
Class Discussion and Participation	The students are required to do their pre-reads and contributes actively in the class discussion. For those who constructively participate in class, and contribute to the class's learning the effort will be reflected favorably. Ask good questions! Help the class learn!	10
Short Written Project	It will be on group basis (group of 6 students). Project will involve application of course content with the live problems of the NGO/Concerned organization.	20
Benchmarking Project Report	Each study group will select a CSR topic of mutual agreement from a list of topic ideas proposed by NGO/ concerned organization that will be posted on LMS MOODLE, and reviewed in the third week of class. The final report will consist of studying and analyzing given social issue, relevant literature review, field visit and data collection, finding and preparing report Team and Organization Selection: Second week Community service and data collection: Paper and Report Due:	30
Viva	The committee will evaluate the students based on their learnings from the CSR projects, their conceptual understanding, field work and relevance of suggestions given	20

Session Plan

Session	Topic	Methods/Case	Learning Outcome
1	Course introduction and Rationale	Class Discussion	LO1
2	CSR Background and Core Communication Issues	Class Discussion	LO1 & LO2
3	CSR as Sound Employment Practices	Guest Lecture	LO1, LO5
4	CSR as Economic Development	Guest Lecture	LO1 & LO3

5	Communicating CSR through Social Media	Class Discussion	LO2
6	Communicating CSR through social media	Lab practice	LO2
7	Entrepreneurship development programme for women	Guest Speaker	LO4
8	Entrepreneurship development programme for women	Field Visit	LO4 and LO5
9	How different companies has fulfilled their corporate social responsibilities	Case Study and Discussion	LO3 and LO4
10	How different companies has fulfilled their corporate social responsibilities (Survey and Interviews-I)	Field Visit	LO3 and LO4
11	How different companies has fulfilled their corporate social responsibilities (Survey and Interviews-II)	Field Visit	LO3 and LO4
12	Assessing how well a company is capturing the value of its CSR efforts	Class Presentation and submission of short project	LO5
13	Assessing how well a company is capturing the value of its CSR efforts	Class Presentation and submission of short project	LO5
14	CSR in Cultural Context	Guest Speaker	LO1
15	Corporate attachment and NGO Projects	Discussion with mentors regarding live projects	LO3 & LO4
16	Project I (Defining the title and issues)	Field Visit	LO3 & LO4
17	Defining the objectives	Discussion with Concerned Industry and academic mentor/Field Visit	LO4
18	Project II (Data collection and Interaction with stakeholders)	Field Visit	LO1,LO2 LO3
19	Project II (Data collection and Interaction with stakeholders)	Field Visit	LO1,LO2 LO3
20	Project II (Data collection and Interaction with stakeholders)	Field Visit	LO1,LO2 LO3

21	Project III (Community Service)	Field Visit	LO1,LO2 LO3
22	Project III (Community Service)	Field Visit	LO1,LO2 LO3
23	Project III (Community Service)	Field Visit	LO1,LO2 LO3
24	Group Presentation	Class Discussion	LO2 & LO3