

INMDM1002 : Corporate Social Responsibility

Teaching Scheme	Examination Scheme	
Lectures: 03 Hrs/ week	ISE I	15
	ISE II	15
Credits: 03	ISE III	10
	End Semester Examination	60

Course description:

This course aims to provide engineering students with a comprehensive understanding of Corporate Social Responsibility (CSR) and its importance in modern business practices. It covers the theoretical foundations of CSR, the role of engineering in promoting sustainable development, and the practical aspects of implementing CSR initiatives. The course includes case studies, projects, and field visits to enhance practical learning.

Course Outcomes

After completing the course, students will be able to:

CO1	Understand the concept and importance of CSR in the corporate world.
CO2	Analyze the impact of CSR on stakeholders and the community.
CO3	Evaluate the role of engineering and technology in promoting sustainable development.
CO4	Design and implement effective CSR strategies and initiatives.

Detailed Syllabus:

Unit 1	Introduction to CSR <ul style="list-style-type: none">- Definition and evolution of CSR- Importance and benefits of CSR- CSR theories and models- Practical: Analysis of CSR policies of leading corporations
Unit 2	Stakeholders and CSR <ul style="list-style-type: none">- Identification and engagement of stakeholders- Impact of CSR on different stakeholders- CSR communication and reporting- Practical: Stakeholder analysis and engagement planning

Unit 3	CSR and Sustainable Development <ul style="list-style-type: none"> - Role of CSR in sustainable development - Environmental, social, and economic dimensions of CSR - Sustainable development goals (SDGs) and CSR - Practical: Projects on integrating SDGs with engineering practices
Unit 4	Implementing CSR Initiatives <ul style="list-style-type: none"> - Steps in designing and implementing CSR initiatives - Monitoring and evaluating CSR programs - Case studies of successful CSR initiatives - Practical: Designing a CSR initiative for a local community
Unit 5	Ethical and Legal Aspects of CSR <ul style="list-style-type: none"> - Ethical theories and CSR - Legal requirements and regulations related to CSR - Corporate governance and CSR - Practical: Case studies on ethical dilemmas and legal issues in CSR

Text and Reference Books <ol style="list-style-type: none"> 1. Carroll, Archie B., and Buchholtz, Ann K. 'Business and Society: Ethics, Sustainability, and Stakeholder Management.' Cengage Learning, 2014. 2. Crane, Andrew, Matten, Dirk, and Spence, Laura J. 'Corporate Social Responsibility: Readings and Cases in a Global Context.' Routledge, 2014. 3. Kotler, Philip, and Lee, Nancy. 'Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause.' Wiley, 2005. 4. Blowfield, Michael, and Murray, Alan. 'Corporate Responsibility: A Critical Introduction.' Oxford University Press, 2019.

Mapping of Course outcome with Program Outcomes

C O	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1															
CO2															
CO3															
CO4															

3 – High

2 – Medium

1 - Low

Assessment:

ISE I:	Shall be on the basis of Class Tests/ Assignments/ Quizzes/ Field visits/ Presentations/ Course Projects
ISE II:	Shall be based on class test

ISE III:	Shall be on the basis of Class Tests/ Assignments/ Quizzes/ Field visits/ Presentations/ Course Projects
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Assessment Pattern

Assessment Pattern	Level No.	Knowledge Level	ISE 1	ISE II	ISE III
K1		Remember	05	05	-
K2		Understand	10	05	-
K3		Apply	-	05	05
K4		Analyze	-	-	05
K5		Evaluate	-	-	-
K6		Create	-	-	-
Total Marks 40			15	15	10

Assessment table

Assessment Tool	K1	K2	K3	K3
	C01	C02	C03	CO4
ISE I (15 Marks)	05	10	-	-
ISE II (15 Marks)	05	05	05	-
ISE-III (10 Marks)	-	-	05	05