

CORPORATE SOCIAL RESPONSIBILITY

Subject code:

Unit- 1

The Meaning and Importance of Corporate Social Responsibility, Evolution of CSR , CSR and the law of economics , CSR and social legitimacy , CSR expectations in rich and in poor societies .The evolving role of stockholders ,the iron law of social responsibility . Moral and economic arguments for CSR.

Unit-2

The Role of Stakeholders in CSR- Stakeholder advocacy.The role of business in society, Consumers' awareness and willingness to pay for socially responsible corporate behavior. The communications revolution and its impact on CSR, Globalization and CSR. Different stakeholders, different perspectives..

Unit-3

CSR as a balance between organizational means and ends, the strategic lens: vision, mission, strategy, and tactics. Environmental and other global forces propelling CSR. Impact of globalization and communications technologies .The strategic CSR model, the business-level CSR threshold. Implementing CSR, CSR as competitive advantage.

Unit-4

Organizational issues (actions versus intentions, corporate commitment, and voluntary versus mandatory, stakeholder activism). Economic/business issues (branding, diversity, sustainability, fair trade, wages) Social issues (outsourcing, corruption, human rights, patents).

Unit-5

Success and failure with CSR initiatives .Corporate response to citizen demands via CSR. The five stages of organizational growth in CSR. The strategic importance of CSR Implementation.

References

- 1 Responsible Business: How to Manage a CSR Strategy Successfully -Manfred Pohl, Nick Tolhurst .**
- 2 The A to Z of Corporate Social Responsibility, 2nd, Revised and Updated Edition Wayne Visser, Dirk Matten, Manfred Pohl, Nick Tolhurst -ISBN: 978-0-470-68650-8, 504 pages, May 2010.**