

Unit 1: Defining Corporate Social Responsibility- Introduction, Definitions of CSR, The effects of organisational activity, the principles of CSR

Unit2: The principles of CSR – Introduction, The prominence of CSR, Changing emphasis in companies, Sustainability, Environmental issues and their effects and, implications, Externalising costs, The Social Contract, Stakeholders & the social contract, What is a stakeholder? Multiple stakeholding, classification of stakeholders, Stakeholder Theory, Regulation and its implications, Risk Reducing

Unit3: Issues concerning Sustainability, Introduction, Defining sustainability, The Brundtland Report, Critiquing Brundtland, Sustainability and the Cost of Capital, Redefining sustainability, Distributable sustainability, Summarising Sustainability

Unit 4: Ethics, CSR and Corporate Behavior, Introduction, What is Ethics? The Why ?, Ethical philosophies, The Gaia Hypothesis, Corporate Behaviour, CSR, Ethics and Corporate Behavior, Corporate Reputation, CSR Strategy and Leadership

Unit 5: Performance Evaluation and Performance Reporting, Introduction, What is performance?, Social accounting, Aspects of performance, The balanced scorecard, The environmental audit, The Measurement of Performance, The Evaluation of Performance, Multi-dimensional performance management, Globalisation and CSR

#### **TEXT BOOKS/ REFERENCES:**

1. CII's Handbook on Corporate Social Responsibility in India available for download from <http://www.pwc.in/assets/pdfs/publications/2013/handbook-on-corporate-social-responsibility-in-india.pdf>
2. Haynes, K.; Dillard, J.F.; Murray, A (2013) Corporate Social Responsibility: A Research Handbook, Routledge, NY
3. Hohnen, P (2007). Corporate Social Responsibility: An Implementation Guide for Business, Potts, J (ed), IISD, available for download from [http://www.iisd.org/pdf/2007/csr\\_guide.pdf](http://www.iisd.org/pdf/2007/csr_guide.pdf)
4. Esben Rahbek Gjerdrum Pedersen(ed.) (2015) Corporate Social Responsibility, Sage
5. Duygu Turker, Huriye Toker, Ceren Altuntas (ed.) (2014 ) Contemporary Issues in Corporate Social Responsibility, Lexington Books, UK