



Dr. Bhimrao Ambedkar University, Agra

A State University of Uttar Pradesh (Paliwal Park, Agra -282004)

www.dbrau.ac.in

A Documentary Support for Matric No. – 1.3.1

Institution integrates cross-cutting issues relevant to **Professional Ethics, Gender, Human Values, Environment & Sustainability** and other value framework enshrined in Sustainable Development goals and National Education Policy – 2020 into the Curriculum

under the
Criteria - I
(Curriculum Design and Development)

Key Indicator - 1.3

in

Matric No. – 1.3.1

**POST GRADUATE DIPLOMA IN CORPORATE SOCIAL
RESPONSIBILITY (P.G.D.C.S.R.)**

2017



PROFESSIONAL
ETHICS



ENVIRONMENT &
SUSTAINABILITY



NATIONAL EDUCATION
POLICY – 2020



HUMAN VALUES



GENDER


Registrar
Dr. B.R.A. University, Agra

P.G. Diploma in Corporate Social Responsibility (PGDCSR)
(Course Curriculum Under CBCS and NEP-2020)

Semester I

Core Courses (Compulsory)

S.No.	Course No.	Course Title	Credits	L : T : P	Internal	External	Total
1.	CSR-101	Fundamentals of CSR	4	3 : 1 : 0	25	75	100
2.	CSR-102	Legal Aspects of Business & CSR	4	3 : 1 : 0	25	75	100
3.	CSR-103	Designing Effective CSR Strategy	4	3 : 1 : 0	25	75	100

Soft Elective (Any One)

S.No.	Course No.	Course Title	Credits	L : T : P	Internal	External	Total
4.	CSR-104A	Management of NGOs, Cooperatives and Corporate Foundations	4	3 : 1 : 0	25	75	100
5.	CSR-104B	Successful CSR Model	4	3 : 1 : 0	25	75	100

Minor from Other Faculty (Any One)

S.No.	Course No.	Course Title	Credits	L : T : P	Internal	External	Total
5.	HR-301	Human Resource Development	4	3 : 1 : 0	25	75	100
6.	RD-101	Rural Development—Concept and Strategies	4	3 : 1 : 0	25	75	100
7.	PA-102	Introduction to Public Policy and Governance	4	3 : 1 : 0	25	75	100
8.	ED-102	Psychology of Learning	4	3 : 1 : 0	25	75	100
8.	DM-101	Introduction to Disaster Management	4	3 : 1 : 0	25	75	100

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Semester II

Core Courses (Compulsory)

S.No.	Course No.	Course Title	Credits	L : T : P	Internal	External	Total
1.	CSR-201	International Business and CSR	4	3 : 1 : 0	25	75	100
2.	CSR-202	Social Research	4	3 : 1 : 0	25	75	100

Soft Elective (Any One)

S.No.	Course No.	Course Title	Credits	L : T : P	Internal	External	Total
3.	CSR-203A	CSR Programme Management and Evaluation	4	3 : 1 : 0	25	75	100
4.	CSR-203B	Brand Management and CSR	4	3 : 1 : 0	25	75	100

Practical

S.No.	Course No.	Course Title	Credits	L : T : P	Internal	External	Total
5.	CSR-204	Internship Report Preparation/Presentation	4	0 : 0 : 4	100	—	100
6.	CSR-205	Comprehensive Viva-Voce	4	0 : 0 : 4	—	100	100

Credit Summary

S.No.	Semester	Core Course	Minor Course	Elective	Practical	Total Credits	Total Marks
1.	Sem. I	12	4	4	—	20	500
2.	Sem. II	8	—	4	8	20	500
	Total					40	1000

Note : Students will have to earn 40 credits to pass PGDCSR course.

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CSR—101

Fundamentals of CSR

UNIT 1.

Introduction to CSR : Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate Philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management.

UNIT 2.

CSR Through Triple Bottom Line and Sustainable Business; Relation Between CSR and Corporate Governance; Environmental Aspect of CSR; Chronological Evolution of CSR in India; Models of CSR in India, Carroll's Model; Drivers of CSR; Major Codes on CSR; Initiatives in India.

UNIT 3.

International Framework for Corporate Social Responsibility, Millennium Development Goals, Sustainable Development Goals, Relationship Between CSR and MDGs. United Nations (UN) Global Compact 2011. UN Guiding Principles on Business and Human Rights. OECD CSR policy tool, ILO Tri-partite Declaration of Principles on Multinational Enterprises and Social Policy.

UNIT 4.

CSR-Legislation In India & the World. Section 135 of Companies Act 2013. Scope for CSR Activities Under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.

The Drivers of CSR in India, Market Based Pressure and Incentives Civil Society Pressure, the Regulatory Environment in India Counter Trends. Performance in Major Business and Programs. Voluntarism Judicial Activism.

UNIT 5.

Identifying Key Stakeholders of CSR & Their Roles. Role of Public Sector in Corporate, Government Programs that Encourage Voluntary Responsible Action of Corporations. Role of Nonprofit & Local Self-Governance in Implementing CSR; Contemporary Issues in CSR & MDGs. Global Compact Self-Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding Roles and Responsibilities of Corporate Foundations.

CSR—102

Legal Aspects of Business & CSR

UNIT 1.

Business Law in India, Constitution of India, Fundamental Rights & Duties. Directive Principles of State Policy. Centre & State Relationship.

UNIT 2.

Law of Contract : The Contract Act 1872 : Formation of Contract; Essential Elements; Voidable Contracts and Void Agreements, Offer and Acceptance, Consideration, Free Consent, Legality of Object and Consideration, Performance and Discharge of Contract, Remedies of Contract, Quasi Contract, Contract of Guarantee, Bailment, Bailment (Rights and Duties of Bailor and Bailee), Agency (Various Modes of Creating Agency, Rights and Duties of Agents and Principal). International Contracts.

UNIT 3.

Law of Sales : Sale of Goods Act 1930 : Sale and Agreement to Sell, Conditions and Warrantees, Transfer of Property, Finder of Goods, Performance of Contract of Sale, Rights of an Unpaid seller.

UNIT 4.

Competition Act 2002, Consumer Protection Act 1986, The Right to Information Act 2005, Negotiable Instruments Act, 1881. The Indian Patent Act 1970 & 2004, WTO. Foreign Exchange Management Act 1999.

UNIT 5.

Indian Companies Act 2013 : Salient Features of Companies, Classification and Formation of Companies, Memorandum and Articles of Association, Doctrine of Indoor Management, Appointment of Directors, Meetings of Directors & Shareholders of Companies, Overview of Different Modes of Winding-up of Companies. Industries (Development and Regulation) Act, 1957. Sections Adjunct to Section 135 of companies Act 2013.

CSR—103

Designing Effective CSR Strategy

UNIT 1.

Introduction : CSR is Good for Business, Good for Society, Important CSR Sectors Like Livelihoods, Education, Health, Water and Sanitation etc., Climate Change and CSR, Understanding the Policy Debates in These Sectors and National Goals, Aligning CSR With These Goals.

UNIT 2.

Needs Assessment : Community Needs Assessment, Designing and Carrying Our Surveys, Research Methodology : Sampling and Sample Size, Designing Interview, Schedule, Qualitative Tools Like Case Studies, FGDs etc., Data analysis, Charts and Report Writing, Presentation to the Management.

UNIT 3.

Making a CSR Policy : Based on Needs Assessment Making CSR Plan for the Company that is Replicable, Scalable and Sustainable, Learning from the CSR Plans of Other Reputed Corporates, Involving Employees, Generating Internal Support and Passion.

UNIT 4.

Aligning CSR Plan with Company VMVs : Fine Tuning the CSR Plan and Overall CSR Strategy in Such a Way That is it Aligned with Company's Vision, Mission and Values (VMVs), Being a Good "corporate citizen".

CSR—104

Management of NGOs, Cooperatives and Corporate Foundations

UNIT 1.

Understanding Non-Profit Management, Changing Scenario of Non-Profit Entity, Acceptance of Non-Profit Entity as Civil Society Organization.

UNIT 2.

Society Registration Act, 1860. The Indian Trust Act, 1882. Cooperative Societies Act, 1912. and Section 25 of The Company Act, 1956.

UNIT 3.

Funding Structure from Foreign and National Organization, Foreign Aid and NGOs in India, Social Sector Spending by Government, Bi-Lateral and Multi-Lateral Institutions in India.

UNIT 4.

Understanding Common Property Resources, Tradition Property Rights, Common Property Resource Management.

UNIT 5.

Sustainability of Non-Profit Sectors, CSR as an Instrument of Funding for the further Non-Profit Sectors, Innovative Approach and Interventions by Non-Profit Entities.

CSR—105

CSR Model

UNIT 1.

Introduction : Understating Proven, Tried and Tested CSR Models that are Doing Well Since Long, What can be Learnt from Them, Replicating these Models and Scaling them up.

UNIT 2.

CSR Models in Gujarat : Ankleshwar Industrial Association and its Activities, Dahej and Hazira Belt, Ambuja Cement Foundation.

UNIT 3.

CSR Models in India : TATAs, Aditya Birla Group, Reliance Foundation, ITC e-choupals etc.; Models in the Public sector like ONGC, NTPC etc.; Concept of Public Private Partnership (PPP).

UNIT 4.

Global CSR Models : Global Models like Rockefeller Foundation, MacArthur Foundation, Bill and Melinda Gates Foundation, Corporates Partnering with UN Agencies.

CSR—201

International Business and CSR

UNIT 1.

International Business : Definition, Internationalizing Business : Advantages. Concept of Liberalization, Privatization and Globalization, Factors Causing Globalization of Business, International Business Environment, Country Attractiveness, Political, Economic and Cultural Environment, Effect of Liberalization, Privatization and Globalization.

UNIT 2.

Globalization : Meaning, Drivers, and International Trade Theory : Mercantilism, Absolute Advantage, Comparative Advantage, Globalization and its Impact on Indian Economy : Meaning and Levels of Globalization, Factors are Influencing Globalization, Globalization Strategy for a Company, A Critique of Globalization, Globalization in India, Steps Towards Globalization, Effects of Globalization. GATT and WTO, Multilateral Trade Negotiation and Agreements and Implications, the Global Recession.

UNIT 3.

Convention on Bio-diversity 1992, WTO Agreement of 1994, KYOTO Protocol of 1997. Relationship of WTO, CBD and KYOTO for India, Roles and Benefits from WTO, CBD and KYOTO, Relationship between CSR and WTO, CBD & KYOTO. Sustainable Forestry and Natural Recourses vis-à-vis CBD, Non-Tariff Barriers of WTO vis-à-vis CSR, Green House Emission and KYOTO Protocol.

UNIT 4.

Broad Issues in Globalization : Emerging Global Players, Ethical issues in Context of International Business, The Social Responsibility of the Global Firm, Cross-Culture Communication and Negotiation, Leadership Issues, Business Improvement: Integrating Quality, Innovation, and Knowledge Management, The Role of the Parent: Managing the Multinational Business Firm, Organizing and Structuring the Multi Business Firm.

CSR—202

Social Research

Unit 1.

Science & Scientific Inquiry, Scientific Method.
Concept, Definition, Scope & Characteristics of Research.
Objective and Significance of Research in CSR.
Qualities of a Researcher.

Unit 2.

Problem Identification.
Selection of Research Topic.
Conceptualization of Parameters & Variables.
Formulation of Research Problems.

Unit 3.

Components of Research Design, Meaning, Characteristics & Types of Research Design.

Unit 4.

Sampling : Concept, Purpose, Principles & Types of Sampling, Sample Size.

Unit 5.

Tools of Data Collection : Primary & Secondary.
Qualitative & Quantitative Methods of Data Collection.
Data Analysis, Interpretation & Presentation, Reporting & Report Writing.

CSR—203A

CSR Programme Management and Evaluation

UNIT 1.

Introduction : The Need for Monitoring and Evaluation. Concept of Concurrent Evaluation. On Course Corrections and Lessons from the Development Sector.

UNIT 2.

CSR Implementation : Operationalising the CSR Plan at the Ground Level, Making Field Corrections and Meeting Field Challenges, Pros and Cons of Partnering with Government Schemes, Departments and NGOs.

UNIT 3.

Concurrent Evaluation : The Need for Doing, Learning from Mistakes and Correcting them at the Same Time, Models of Concurrent Evaluations, On Site Corrections, Documenting them.

UNIT 4.

Impact Assessment : Final Evaluation and Analysing the Impact on the Community, Need for Independent Evaluator Learning from the Loose Ends and Thereby Strengthening CSR, Documenting the Entire Journey in Such Way that it Remains Valuable Literature for Future.

CSR—203B

Brand Management and CSR

UNIT 1.

Brand : Concept, Nature and Importance of Brand; Types of Brands, Strategic Brand Management Process; Brand Identity Perspectives, Brand Identity Prism, Identity Levels, Concepts and Measures of Brand Equity, Brand Assets and Liabilities, Designing Marketing Programs to Build Brand Equity, Customer Based Brand Equity, Brand Loyalty, Measures of Loyalty, Branding Strategies, Product, Line, Range and Umbrella Branding.

Unit 2.

Brand Personality : Definition, Measures and Formulation of Brand Personality; Brand Image Dimensions, Stages of Concept Management for Functional, Symbolic and Experiential Brands.

UNIT 3.

Planning and Implementing Brand Marketing Programs : Criteria for Choosing Brand Elements, Options and Tactics for Brand Elements, Legal Brand Considerations, Conceptualizing the Leveraging Process, Company, Country of Origin and Other Geographic Areas, Channels of Distribution, Co-Branding, Licensing, Celebrity Endorsement, Sporting, Cultural or Other Events, Third Party Sources

UNIT 4.

Brand Positioning : Concepts and Definitions, 3Cs of Positioning, Brand Positioning and Differentiation Strategies, Repositioning, Celebrity Endorsements, Brand Extension; Managing Brands Over Time, Brand Reinforcement, Brand Revitalization, Managing Global Brands, Branding in Different Sectors.

UNIT 5.

Branding Strategy in Service Sectors, Financial, Hospital, Wellness, Health Care, NGOs and Public Services, CSR and Marketing, CSR as Organizational Brand Building.