

**Pt. Deen Dayal Upadhyay Institute of Rural Development**  
**Dr. Bhimrao Ambedkar University, Agra**



**ORDINANCE**  
**AND**  
**COURSE STRUCTURE**

**P.G. Diploma in Corporate Social Responsibility (PGDCSR)**

(Course Curriculum Under CBCS and NEP-2020)

**Pt. Deen Dayal Upadhyay Institute of Rural Development  
Dr. Bhimrao Ambedkar University, Agra**

**P.G. Diploma in Corporate Social Responsibility (PGDCSR)**

**ORDINANCE AND COURSE STRUCTURE**

**(1) Title of the Course :** P.G. Diploma in Corporate Social Responsibility (PGDCSR).

**(2) Introduction :** Corporate Social Responsibility has come to be accepted as an emerging discipline globally. Many business organizations have also accepted their social responsibility voluntarily. Some others have adopted to keep up a corporate image while others to get a competitive edge among others. For an individual as for an organization, CSR gives an opportunity to deliver as a responsibility enlightened citizen.

As per the section 135 of the new Companies Act 2013, all companies registering a net profit of ` 5 crore or more are required to spend 2% of this amount on Corporate Social Responsibility (CSR). This means starting a completely new activity for large number of companies in India. Even those companies, who already have an established CSR programme, will have to restructure it in order to meet the legal requirements. It is expected that these changes will create a need for “CSR Professionals” and the proposed programme (PGDCSR) aims to fulfill that need.

**(3) Objective :**

- (1) To equip individuals with knowledge and skills undertaking Corporate Social Responsibility.
- (2) To develop competencies for effective field interventions, research and management of CSR interventions.
- (3) To develop an insight into present CSR strategies of model business organization.
- (4) To enable students with conceptual clarity on need, purpose and relevance of research applicability in CSR practice.

**(4) Mode :** Self Finance Scheme (SFS)

- (5) Duration :** Duration of the course shall be of 2 Semesters (i.e., 1 years).
- (6) Seats :** The total No. of 30 students will be admitted in the course in each academic session.
- (7) Eligibility :** Any Graduate with three years degree course in any discipline shall be eligible for admission in this course.
- (8) Admission Procedure :** There will be an entrance test organized by the University and a merit list will be prepared on the basis of marks obtained in the entrance examination. Admission shall be taken directly by merit if number of applications submitted for entrance test found less than the seats. The rule of reservation will be followed as per university rules.
- (9) Tuition Fee :** Rs. 7,500 per semester, i.e., Rs. 15,000 per year.
- (10) Faculty :** The faculty includes the core faculty, senior or retired teachers of the deptt. of Social Work, Sociology, Business Administration, Statistics & Law of Dr. Bhimrao Ambedkar University, Agra and other Universities and Senior Personnel & H.R. functionaries of various industrial/business organizations.
- (11) Attendance :** Seventy five percent attendance in the class is compulsory for all the students.
- (12) Examination and Viva-Voce :**

The semester examination will be conducted by the university during the period in which the examinations of other courses will be arranged. The viva-voce will be conducted at the end of the 2nd semester by a board of examiners including external and internal examiners as per university rules.

All the rules and regulations regarding examination, merit and divisions shall be administered as per university directions. It is mandatory for each and every student to finish industrial internship, project work as prescribed by the Institute. Student shall be declared failed if he/she does not complete the prescribed internship and project work.

**(13) Teaching Methodology :**

This is a regular course and the teaching shall be done through class lectures, seminars, group-discussions & demonstration. There shall be two mid learn class or home assignments for each paper for 40 marks. Each assignment shall be of 20 Marks. The marks obtained by students in each assignment shall be included in their marks of semester examination. The comment and remarks on the assignment shall be communicated to students. There is no provision for the revaluation of the assignments.

Students are to be placed for industrial internship for 8 weeks (after the second semester examination in a reputed concern, in order to become more analytical and system oriented in the area of social responsibility.

**(14) Course Details :**

The details of the papers and marks allotted to each paper are given below :

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## Semester I

### Core Courses (Compulsory)

<i>S.No.</i>	<i>Course No.</i>	<i>Course Title</i>	<i>Credits</i>	<i>L : T : P</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
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)

<i>S.No.</i>	<i>Course No.</i>	<i>Course Title</i>	<i>Credits</i>	<i>L : T : P</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
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)

<i>S.No.</i>	<i>Course No.</i>	<i>Course Title</i>	<i>Credits</i>	<i>L : T : P</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
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

## Semester II

### Core Courses (Compulsory)

<i>S.No.</i>	<i>Course No.</i>	<i>Course Title</i>	<i>Credits</i>	<i>L : T : P</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
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)

<i>S.No.</i>	<i>Course No.</i>	<i>Course Title</i>	<i>Credits</i>	<i>L : T : P</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
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

<i>S.No.</i>	<i>Course No.</i>	<i>Course Title</i>	<i>Credits</i>	<i>L : T : P</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
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

<i>S.No.</i>	<i>Semester</i>	<i>Core Course</i>	<i>Minor Course</i>	<i>Elective</i>	<i>Practical</i>	<i>Total Credits</i>	<i>Total Marks</i>
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.

# **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 Warranties, 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.