Criteria	**7 - Institutional Values and Best Practices**
Key indicator	**7.1 Institutional Values and Social Responsibilities**
metric	**7.1.9 Sensitization of students and employees of the Institution to the constitutional obligations: values, rights, duties and responsibilities of citizens**

Credit Course Offered - 22PMB401 Corporate Social Responsibility & Sustainability

JSSSTU curriculum includes a variety of courses aimed at instilling civic obligations in students: The syllabus, Corporate Social Responsibility & Sustainability (22PMB401) has been included in the curriculum of MBA. All the units are aimed at instilling civic obligations. The syllabus is attached below.

REGISTRAR

Signature Not Verified

SOKKALINGAM ARUMUGAM DHANARAJ
CN=SOKKALINGAM ARUMUGAM DHANARAJ, SERIALNUMBER=09c71c7430050423d3f0bf7df6ea45d76c824ff43c67a40809fdf41420957ae, S=Karnataka, PostalCode=570006, Phone=6c62dc6a97e4c1862b987b1dd89ff89c15c36e9252e3ea1b465469e3988d65809, OU=REGISTRAR, O=JSS SCIENCE AND TECHNOLOGY UNIVERSITY, C=IN
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DEPARTMENT	Management					
Course Code	22PMB 401	Total Credits	3	Course Type	Professional Core Course	
Course Title	Corporate Social Responsibility & Sustainability					
Teaching Learning Process		Contact Hours	Credits	Assessment in Weightage and Marks		
	Lecture	48	3		CIE	SEE	Total
	Tutorial	0	0	Weightage	40%	60%	100%
	Practical	0	0	Maximum Marks	40 Marks	60 Marks	100 Marks
	Total	48	3	Minimum Marks	20 Marks	25 Marks	45 Marks

Course Objectives: This course is intended:

1. Demonstrate a critical awareness and understanding of Corporate Social Responsibility and Sustainability that provides a basis for developing and/or applying new ideas within managerial context.
2. Apply knowledge, critical understanding, and problem-solving abilities in new or unfamiliar environments within broader contexts related to Corporate Social Responsibility and Sustainability
3. Communicate their assumptions, and knowledge regarding Corporate Social Responsibility and Sustainability and the rationale underpinning these, to specialist and non-specialist audiences clearly and unambiguously.
4. Use the acquired skills to allow them to continue to study in a manner that may be largely self-directed and autonomous.

COURSEOUTCOMES(COs)

CO#	Course Outcomes	Highest Level of Cognitive Domain
After completing this course, students will be able to		
CO1	Examine the 'Organizational Phenomena' analyze, solve, Recommend and develop prognosis by using theoretical lens of Corporate Social Responsibility.	L5
CO2	Appreciate methods to understand 'stake holder expectations' diagnose, solve, recommend and develop prognosis by using concepts related to gap analysis and alignment theories.	L5
CO3	Take are look at frame works of 'CSR processes' develop CSR Objectives, strategies, programs, and develop action plans and control mechanisms.	L5

CO4	Take are look at various theories and models of 'Strategic Management' diagnose, solve, recommend and develop prognosis by aligning concepts of sustainable management.	**L5**
CO5	Take are look at frame works of 'organization culture' and align Organizational processes to the requirement of sustainable management principles and practices.	**L5**
In a way that engenders universal wellbeing		

L1 – Remember, L2 – Understand, L3 – Apply, L4 – Analyze, L5 – Evaluate, L6 –

Create Course Content/Syllabus:

UNIT No.	Content	Hours	
		Lecture	**Practical**
1	**Module1: Conceptualizing Corporate Social responsibility(CSR)** Meaning, Definition, Benefits for organization and society, Strategic CSR: Characteristics of firm, stake holder expectation, organizational identification, CSR, Motives for CSR Initiatives, CSR process Model	**6**	**0**
2	**Module2: CSR Scanning and Monitoring** Issue management, scanning and CSR, Prioritizing CSR, stakeholder engagement, stake holder expectation, expectation gaps approach, challenges of stake holder management, alignment approaches and theories.	**6**	**0**
3	**Module3: Creating and Managing CSR Initiatives** Selecting CSR initiatives, differing CSR expectations, stake holder participation, organizational justice in engagement process, employee expectations and engagement, negative stake holder reactions, developing CSR objective, communicating CSR initiative, communication: objectives, strategy, channels, annual reports and CSR communication. Evaluation and Feedback of CSR: Stake holders, Return on Investment, communication audit. CSR Issues: Concerns, responsibilities, limitations from industry, culture and law.	**15**	**0**
4	**Module4: Sustainable Management and Strategic Thinking:** Functions, Sustainable management theory, Stake holder theory, Stake holder mapping, Paradox theory and sustainability, Sustainable investing and Environment, Social and Governance(ESG) investing, Sustainable Value Framework theory. Strategy content, process and context, Formulation, analysis and choices, Implementation, Evaluation. Triple Bottom Line, Account ability and transparency, Reporting mechanisms, Social audits	**10.5**	**0**
5	**Module5:Implementing Sustainable Management**	**10.5**	**0**

	Sustainability organizational culture framework, Sustainability Marketing: Five principles of sustainability marketing, Drivers of sustainability marketing, Green marketing strategies, plan marketing mix Sustainable Operations and Supply Chain Management: Sustainable operations management, supply chain management, Green manufacturing, technology, Sustainable logistics		

Text Books.

1. Coombs, W. T., Holladay, S. J. (2011). Managing Corporate Social Responsibility: A Communication Approach.United Kingdom:Wiley.
2. Combe, C. (2022). Introduction to Global Sustainable Management. United Kingdom:SAGE Publications.

CourseArticulation:

COURSEOUTCOMES ↓	PROGRAMOUTCOMES									PROGRAM SPECIFICOUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	-	-	3	-	-				
CO2	3	3	3	3	-	-	3	-	-				
CO3	3	3	3	3	3	-	3	-	-				
CO4	3	3	3	3	3	-	3	-	-				
CO5	3	3	3	3	3	-	3	-	-				

High– 3, Medium–2, Low–1