



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June – 2026

Bachelor of Business Administration (B.B.A.) (General)

Semester – I

Course Code	UMB1MCSR02	Title of the Course	Corporate Social Responsibility
Total Credits of the Course	04	Hours per week	04

Course Learning Outcomes: Having completed this course, the students will be able to	
CLO 1	Develop ethical awareness and conceptual understanding of social responsibility to support responsible and value-based business decision-making.
CLO 2	Apply legal and regulatory knowledge to ensure corporate compliance, accountability and responsible organizational governance.
CLO 3	Demonstrate managerial and governance competencies required for transparency, ethical leadership and effective corporate governance practices.
CLO 4	Integrate sustainability, innovation and social responsibility into strategic business planning for sustainable organizational development.

Course Content			
Unit No.	Description	Weightage (%)	CLO(s)
1.	Introduction • Meaning and Definition of CSR, History and Evolution of CSR • Scope of CSR, Factors affecting the growth of CSR • Reasons for Social Responsibility CSR activities – Nature, types, impact on development programme • Corporate responsibility towards various group of stakeholders • Chronological evolution of CSR in India • Limitations of CSR, Arguments in favour and Against of Corporate Social Responsibility	25%	CLO 1
2.	Legislation of Corporate Social Responsibility • Legislation in India and the world • Provision for Corporate Social Responsibility in Companies Act 2013 – Section 135 • 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 regulatory environment in India Counter trends.	25%	CLO 2

3.	Corporate Governance • Introduction, Historical Background • Factors behind the origin of Corporate Governance • Important issues and Need of Corporate Governance • Reason for the growing demand for corporate Governance, & factors influencing corporate governance. • Regulatory framework on corporate governance in India • SEBI Guidelines and CLAUSE 49 • Corporate Governance in India • Issues of corporate governance • Models of Corporate Governance. • Global issues in corporate Governance	25%	CLO 3
4.	Contemporary CSR • Current Trends and Opportunities in CSR • Future Trends in CSR in India • CSR as Strategic business tool for sustainable development • Roles of intuitions in CSR: Government, NGOs, Education intuitions & role of Media • Review of successful corporate initiatives and challenges of CSR • Case Studies of major CSR activities by any two industrial units in India	25%	CLO 4

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Expert Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)
1	Class Test (at least one)	15 (30%)
2	Quiz (at least one)	15 (30%)
3	Active Learning	05 (10%)
4	Home Assignment	05 (10%)
5	Class Assignment	05 (10%)
6	Attendance	05 (10%)
Total Internal (%)		50 (100%)
Final Examination		50 (100%)

Notes:

- ❖ Multiple Choice Questions will be based on Bloom's Taxonomy Level 1 & 2.
- ❖ Class test and written examination questions will be based on various levels of Bloom's Taxonomy.

CLO-PLO Matrix (Course Learning Outcomes-Programme Learning Outcomes)

CLO	PLO										
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO 1	2	1	2	1	---	1	2	1	1	3	2
CLO 2	2	2	3	1	---	1	3	2	1	3	2
CLO 3	2	2	3	2	1	2	3	2	1	3	3
CLO 4	2	3	3	2	1	2	3	3	1	3	3

(Scale: 3: Strong, 2: Moderate, 1: Low, ---: No Correlation)

Suggested Learning Material Books:

Sr. No.	Title	Author(s)	Year / Edition	Publisher
1	Corporate Social Responsibility: Concept and Cases – The Indian Experience	C. V. Baxi & Ajit Prasad	2013 1st Edition	Excel Books
2	Microeconomics for Management Students	Ravindra H. Dholakia	2005 1st Edition	Oxford University Press
3	Macroeconomics for Management Students	Anindya Nag	2007 1st Edition	Macmillan Publications
4	Corporate Social Responsibility Cases	S. Raj	2012 1st Edition	ICFAI University Press
5	The World Guide to CSR: A Country-by-Country Analysis of Corporate Sustainability and Responsibility	Wayne Visser & Nick Tolhurst	2010 1st Edition	Greenleaf Publishing

Online Resources (Open Sources)

Sr. No.	Description of Resource	Web Link
1	NPTEL – Corporate Social Responsibility (CSR) – Online course covering concepts, principles, practices, and implementation of Corporate Social Responsibility	https://onlinecourses.nptel.ac.in/noc25_mg139/preview
2	NPTEL – Corporate Social Responsibility – Archived online course on CSR, including sustainability, ethics, stakeholder engagement, and responsible business practices	https://onlinecourses-archive.nptel.ac.in/noc17_mg20/preview