



**DELHI INSTITUTE OF ADVANCED STUDIES**

Plot No. 6, Sector-25, Rohini, Delhi-110085

Re-Accredited with 'A' Grade by NAAC

(Approved by AICTE & Affiliated with GGSIP University for B.Com(H), BBA, MBA & MBA (FM) Programmes)

(An ISO 9001:2015 Certified Institution)



**LECTURE PLAN**

**CORPORATE SOCIAL  
RESPONSIBILITY, HUMAN VALUE &  
ETHICS**

**MS-204**

**COURSE OUTLINE**  
**MBA-IV SEMESTER**  
**CORPORATE SOCIAL RESPONSIBILITY, HUMAN VALUES AND ETHICS - MS-204**

**L - 3 Credits - 03**

**OBJECTIVES:**

The objective of this course is to develop an understanding and appreciation of the importance of value system, ethical conduct in business and role and responsibilities of corporate in social systems. It aims at applying the moral values and ethics to the real challenges of the organizations.

**COURSE OBJECTIVES**

After completion of this course students will be able to:

- Learn the significance of value system and ethical conduct in business.
- Examine the association between corporate strategy, CSR, and its influence on stakeholder management.
- Compare and contrast the multiple international frameworks of CSR and sustainability.
- Understand the issues that organisation leaders face as they develop their CSR and corporate governance programs.
- Analyse the impact of CSR implementation on corporate culture, in the realm of sustainable development, innovation and solutions to business, social and environmental problems.

**INTERNAL ASSESSMENT AND ASSIGNMENT**

**40 marks**

1. Class Test-I - (Written Test)

10 marks

2. Class Assessment + Attendance

15 marks

3. Class Presentation

15 marks

**COURSE CONTENTS:**

**MODULE 1: INTRODUCTION**

**(10 hours)**

- Values, concept, types, and formation of values
- Business Ethics- Theories and ethical decision making
- CSR: Historical perspective, regulatory issues
- Companies Law 2013
- SEBI and NVG

**MODULE 2: ETHICAL DILEMMA, IMPLICATIONS OF FAILED CORPORATE RESPONSIBILITIES** (12 hours)

- Worker rights and health
- Human Rights
- Stockholder rights and Corporate Governance
- Unethical issues in sales, marketing, advertising, supply chain, IPR, corruption in business and administration
- Technology and privacy in workplace
- Big data analytics, ethical and regulatory framework

**MODULE 3: INTERNATIONAL FRAMEWORK OF CSR AND SUSTAINABILITY** (10 hours)

- Global Compact
- Caux Round Table
- OECD Guidelines for MNC
- GRI
- SA8000
- ISO Guidelines
- Social Audit
- ILO Tri partite declaration of principles on multinational enterprises and social policy

**MODULE 4: SUSTAINABLE DEVELOPMENT** (10 hours)

- Challenges of Sustainable Development
- CSR as a strategic business tool for sustainable development
- Kyoto Protocol and Clean Development Mechanism
- Managing Environmental Quality
- Green IT initiatives
- Volunteerism, Judicial Activism
- ESG Analysis
- Other trends in CSR

## STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of corporate social responsibility, human values and ethics and students are advised to go through the material for thorough understanding of the subject. The students are expected to actively participate in the discussions in the class, so that they may be able to gain insight and develop skills for handling interpersonal and group processes, in addition to familiarize themselves with concepts and theories.

### ➤ MAIN TEXTBOOKS

1. **Author's Name(s):** T N Chhabra (ibid 1)  
**Title:** Business Ethics and Corporate Social Responsibility  
**Edition:** 5<sup>th</sup> **Year:** 2020 Reprint  
**Publisher:** Sun India Publication
2. **Author's Name(s):** Fernando, A.C. (ibid 2)  
**Title:** Business Ethics  
**Edition:** 3<sup>rd</sup> **Year:** 2019  
**Publisher:** Pearson Education

### ➤ REFERENCE BOOKS

1. **Author's Name(s):** Daniel Albuquerque  
**Title:** Business Ethics: Principles and Practices  
**Edition:** 1 ( 3<sup>rd</sup> Reprint)  
**Publisher:** Oxford University Press (ibid 3)
2. **Author's Name(s):** S K Mandal  
**Title:** Ethics in Business and Corporate Governance  
**Edition:** 2 **Year:** 2015 Reprint  
**Publisher:** Tata Mc Graw Hill Education (ibid 4)

### ➤ E-BOOKS:

1. <https://www.siet.ac.in/downloads/Handbook%20on%20Professional%20Ethics%20&%20Human%20Values.pdf>
2. <https://www.icsi.edu/media/webmodules/publications/EGAS-Final.pdf>
3. <https://www.icsi.edu/media/website/BUSINESS%20MANAGEMENT%20ETHICS%20&%20ENTREPRENEURSHIP.pdf>

➤ **PERIODICALS**

1. Journal of Human Values
2. IIMB Management Review
3. IUP Journal of Corporate Governance
4. IUP Journal of Management Research
5. The Chartered Accountant
6. Chartered Secretary
7. BVIMR Management Edge
8. Harvard Business Review
9. The Chartered Management Institute Magazine
10. Today's Manager: Who's really in Control
11. International Journal of Corporate Social Responsibility
12. Delhi Business Review
13. journal of Business Ethics Education
14. International Journal of Management Reviews
15. International Journal of Strategic Management
16. Global Journal of Business Management and Information Technology
17. Academy of Management Journal

## **LECTURES 1- 2**

### **VALUES- CONCEPTS, TYPES AND FORMATION OF VALUES**

#### **OBJECTIVE:**

To make the students well versed with the meaning & importance of the concept of values in today's dynamic environment.

#### **CONTENTS:**

- Introduction & meaning of beliefs, values, attitudes & virtues
- Need for values
- Characteristics of values
- Sources for values & attitude formation
- Significance & importance of values
- Types of values
- Values & business

#### **ASSIGNMENT FROM QUESTION BANK:**

##### **UNIT I**

**SHORT ANSWER QUESTIONS:** Q 1, 2, 3, 4, 5

**LONG ANSWER QUESTIONS:** Q 1,3

#### **OTHER ASSIGNMENTS:**

- 1 ibid 2, Page No. 40, Q 1, 2, 3, 4, 7
- 2 ibid 3, Page No.32, Q1, 2, 3, 4

#### **SUGGESTED READINGS:**

##### **TEXT BOOK:**

- 1 ibid 2, Page No. 1-19

##### **REFERENCE BOOK:**

- 1 ibid 3, Page No. 3-30

## **LECTURES 3-4**

### **ETHICS AND BEHAVIOUR**

#### **OBJECTIVE:**

To make students understand the terms- Ethics & morality and their significance in formation of human behavior.

#### **CONTENTS:**

- Meaning of Ethics
- Why Ethics
- Evolution of ethics
- Branches of ethics
- Principles of ethics
- Difference in morality & ethics
- Stages of moral development
- Process of behavior formation
- Nature of ethics as moral value in behavior
- Nature of ethics in human relations

#### **ASSIGNMENT FROM QUESTION BANK:**

##### **UNIT 1**

**SHORT ANSWER QUESTIONS:** Q 5,6,8,9,10

**LONG ANSWER QUESTIONS:** Q 5,6,8

#### **OTHER ASSIGNMENT:**

1 ibid 3, Page No. 47 Q 3, 4, 6

#### **SUGGESTED READINGS:**

#### **TEXT BOOK:**

1 ibid 2, Page No. 23-45

#### **REFERENCE BOOK:**

1 ibid 3, Page No 30- 47

## **ARTICLES:**

1. Arora, P., and Dharwadkar, R. (2023). Corporate governance and corporate social responsibility (CSR): the moderating roles of attainment discrepancy and organization slack. *Corp. Gov.* 19, 136–152. doi: 10.1111/j.1467-8683.2010.00843.
2. Attig, N., Boubakri, N., El Ghoul, S., and Guedhami, O. (2021). Firm internationalization and corporate social responsibility. *J. Bus. Ethics* 134, 171–197. doi: 10.1007/s10551-014-2410-6
3. Cuervo-Cazurra, A. (2018). The evolution of business groups' corporate social responsibility. *Journal of Business Ethics*, 153(4), 997-1016.
4. Tran, B. (2019). The Foundation of (Business) Ethics' Evolution. In *Advanced Methodologies and Technologies in Government and Society* (pp. 26-37). IGI Global.
5. Rahman, M. M. (2018). Effects of Moral Values on Individuals and Society and Its Relation to Economic Development: An Analytical Study. *International Journal of Shari'ah and Corporate Governance Research*, 1(1), 38–42. <https://doi.org/10.46281/ijscgr.v1i1.432>
6. Cross-cultural issues in business ethics: A review and research agenda" by S. Jondle and A. Ardichvili, published in *Marketing Theory* (2021)
7. "Ethical Research in Business Ethics" by M. C. Bruton and D. L. Brown, published in the *Journal of Business Ethics* (2023)

## **LECTURES 5-6**

### **VALUES OF INDIAN MANAGERS, RELEVANCE OF ETHICS & VALUES IN BUSINESS**

#### **OBJECTIVE:**

To highlight the significance of human values in personal as well as professional life to achieve success & excellence.

#### **CONTENTS:**

- Gandhian theory of justice
- Western values
- Utilitarian values
- Deontological Values
- Values of Indian managers
- Managerial excellence through human values

#### **ASSIGNMENT FROM QUESTION BANK:**

##### **UNIT 1**

**SHORT ANSWER QUESTIONS:** Q 6, 7, 17, 18, 19

**LONG ANSWER QUESTIONS:** Q 4, 9, 12,18

## **OTHER ASSIGNMENTS**

- 1 ibid 1, Page No. 28, Q5, 6, 7, Page 35, Q1, 4
- 2 ibid 2, Page No. 65, Q1, 2, 3, and 4

## **SUGGESTED READINGS:**

### **TEXT BOOKS:**

- 1 ibid 1, Page No. 24-27, 29-34
- 2 ibid 2, Page No. 48-63

### **REFERENCE BOOK:**

- 1 ibid 3, Page No. 47-60

### **ARTICLES:**

1. Dong, S., Burritt, R., & Qian, W. (2024). Salient stakeholders in corporate social responsibility reporting by Chinese mining and minerals companies. *Journal of Cleaner Production*, 84, 59–69.
2. Du, J., Wang, Y. (2023). Reforming SOEs under China's State Capitalism, Unfinished Reforms in the Chinese Economy. p. 1–38.
3. Purzycki, B. G., Pisor, A. C., Apicella, C., Atkinson, Q., Cohen, E., Henrich, J., ... & Xygalatas, D. (2018). The cognitive and cultural foundations of moral behavior. *Evolution and Human Behavior*, 39(5), 490-501.
4. Chowdhury, M. (2018). Emphasizing morals, values, ethics, and character education in science education and science teaching. *MOJES: Malaysian Online Journal of Educational Sciences*, 4(2), 1-16.
5. Smith, G., Minor, M., & Brashen, H. (2018). Spiritual Leadership: A Guide to a Leadership Style That Embraces Multiple Perspectives. *Journal of Instructional Research*, 7, 80-89.

## **LECTURES 6-8**

### **MODERN BUSINESS ETHICS & DILEMMAS, DEVELOPMENT OF ETHICS, ETHICAL DECISION-MAKING**

#### **OBJECTIVE:**

To understand the conflicts & dilemmas in taking business decisions & the process of ethical decision-making in the organizations

#### **CONTENTS:**

- Ethical Dilemmas
- Causes / sources of Dilemmas

- Decision making & Ethics
- Decision-making model including personal traits, organizational traits & decision-making process
- Decision Processes

**ASSIGNMENT FROM QUESTION BANK:**

**UNIT 1**

**SHORT ANSWER QUESTIONS: Q 13,14,15,21**

**LONG ANSWER QUESTIONS: Q 7, 9, 10**

**OTHER ASSIGNMENT:**

1 ibid 3, Page No. 93 Q1, 2, 3, 4, 5

**SUGGESTED READINGS:**

**TEXT BOOK:**

1 ibid 3, Page No. 71-93

**REFERENCE BOOKS:**

- 1 ibid 3, Page No. 221-231
- 2 ibid 2, Page No. 285-288

**ARTICLES:**

1. Fernando, A., & Pandey, I. (2022). Corporate social responsibility reporting: a survey of listed Sri Lankan companies. *Journal for International Business and Entrepreneurship Development*, 6(2), 172–87.
2. Fadaak, T. (2020). Poverty in the Kingdom of Saudi Arabia: an exploratory study of poverty and female-headed households in Jeddah City. *Social Policy and Administration*, 44(6), 689–707.
3. Wittmer, D. P. (2019). Ethical decision-making. In *Handbook of administrative ethics* (pp. 507-534). Routledge.
4. Bagozzi, R. P., Sekerka, L. E., & Sguera, F. (2018). Understanding the consequences of pride and shame: How self-evaluations guide moral decision making in business. *Journal of Business Research*, 84, 271-284.
5. "Managing Organizational Ethics: How Ethics Becomes Pervasive in Organizations" by Muel Kaptein, published in *Public Integrity* (2020)

6. "Promoting Ethics Management Strategies in the Public Sector: Rules, Values, and Leadership" by Linda H. Klebe and Anna Thomasson, published in Administration & Society (2021)

## **LECTURES 9-10**

### **BUSINESS ETHICS-THE CHANGING ENVIRONMENT & STAKEHOLDER MANAGEMENT**

#### **OBJECTIVE:**

To acquaint the students with the expectations of internal & external stakeholders in changing business environment

#### **CONTENTS:**

- Business ethics & changing environment
- Environmental forces
- Identification of internal stakeholders
- Identification of external stakeholders
- Need for Stakeholders management approach
- Stakeholders management approach
- Process of Development of collaborative strategy
- Execution of stakeholder's analysis
- Resolving stakeholder's disputes
- Issue management

#### **ASSIGNMENT FROM QUESTION BANK:**

##### **UNIT 1**

**SHORT ANSWER QUESTIONS:** Q 14, 16,17,18

**LONG ANSWER QUESTIONS:** Q 12, 24

##### **OTHER ASSIGNMENT**

1 ibid 1, Page No. 130, Q1, 2, 3, and 4

#### **SUGGESTED READINGS:**

##### **TEXT BOOKS:**

- 1 ibid 1, Page No. 105-130
- 2 ibid 3, Page No. 107-184

## **ARTICLES:**

1. CSR in India: Some Theory and Practice in Wall Street Journal dated Thursday, April 23, 2023.
2. Khanna, Parul; Gitika Gupta, Status of Corporate Social Responsibility: In Indian Context, January 2021.
3. Ha, J., & Chen, X. (2018). Study on the Influence Mechanism and Function of Accounting Environment on Accountants' Professional Ethics Education. *Kuram ve Uygulamada Egitim Bilimleri*, 18(5), 2438-2446.
4. Woermann, M., & Engelbrecht, S. (2019). The ubuntu challenge to business: From stakeholders to relationholders. *Journal of Business Ethics*, 157(1), 27-44.
5. "Ethical Decision Making in the 21st Century: A Useful Framework for Industrial-Organizational Psychologists" by Deborah E. Rupp, Lisa H. Nishii, and Joel Brockner, published in *Industrial and Organizational Psychology* (2014)
6. "The Influence of Compensatory Strategies on Ethical Decision Making" by Scott J. Reynolds, published in *Science and Engineering Ethics* (2014).

## **LECTURES 11-12**

### **OVERVIEW OF CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY**

#### **OBJECTIVE:**

To give students an idea about corporate social responsibility & its relationship with organizational sustainability.

#### **CONTENTS:**

- Four social responsibility roles of organizations
- What is CSR
- Types & Nature of CSR
- CSR principles & strategies
- Models of corporate social responsibility
- Argument against or in favour of CSR
- Best practices of CSR
- CSR & organizational sustainability

#### **ASSIGNMENT FROM QUESTION BANK:**

#### **UNIT 1**

**LONG ANSWER QUESTIONS:** Q 7, 11, 13, 22

### **OTHER ASSIGNMENTS:**

- 1 ibid 1, Page No. 131, Q 5, 6, 10, 11, 12, 13, and 14

### **SUGGESTED READINGS:**

### **TEXT BOOK:**

- 1 ibid 1, Page No. 110-115

### **REFERENCE BOOK:**

- 1 ibid 2, Page No. 228-231

### **ARTICLES:**

1. P. Cappelli, H. Singh, J. Singh, & M. Useem, The India Way, Academy of Management Perspectives, 24, 2, May 2020, page 6-24
2. Aggarwal, P., & Singh, A. K. (2018). CSR and sustainability reporting practices in India: An in-depth content analysis of top-listed companies. Social Responsibility Journal.
3. Alonso-Martinez, D., Aragon-Correa, J. A., Arp, F., Laasch, O., Moosmayer, D. C., Peifer, J., ... & Winkler, A. L. P. (2018, July). Global Perspectives on the Use of Technology to Enhance Ethics, CSR and Sustainability Pedagogy. In Academy of Management Proceedings (Vol. 2018, No. 1, p. 13233). Briarcliff Manor, NY 10510: Academy of Management.
4. Ethical Issues in Business Management" by Dr. Shankar Kumar Jha, published in International Journal of Trend in Scientific Research and Development (2021)
5. Business Versus Ethics? Thoughts on the Future of Business Ethics" by Muel Kaptein, published in Public Integrity (2022).

### **VIDEO LINKS**

1. <https://www.youtube.com/watch?v=DGClxmNjkK4>
2. <https://www.youtube.com/watch?v=1nFx-1z5uzw&t=262s>
3. <https://www.youtube.com/watch?v=VZBjMIWkwQU>
4. <https://www.youtube.com/watch?v=yL228sMriEg&t=920s>
5. [https://www.youtube.com/watch?v=TRHtjPK\\_Og](https://www.youtube.com/watch?v=TRHtjPK_Og)

# **CORPORATE SOCIAL RESPONSIBILITY**

## **LECTURES 13-14**

### **A HISTORICAL PERSPECTIVE FROM INDUSTRIAL REVOLUTION TO SOCIAL ACTIVISM**

#### **OBJECTIVE:**

The objective of the lectures is to introduce the concept of corporate social responsibility through the historical perspective.

#### **CONTENTS:**

- Meaning of CSR
  - Definitions by different authors
  - Definitions by different organizations
  - Economic perspective
  - CSR as a continuum
- History of CSR in India
  - Role of State
  - Impact of Religion
  - Emergence of Merchant Class
- Evolution of CSR
  - Introduction
  - Seeds of early Corporations
  - Governance and Management of Company
  - Importance of CSR in Corporate Governance

#### **ASSIGNMENT FROM QUESTION BANK:**

#### **UNIT III**

**SHORT ANSWER QUESTIONS:** Q 14,15, 17,27

**LONG ANSWER QUESTION:** Q 1, 5,14,20

#### **OTHER ASSIGNMENTS:**

1 ibid 6, Page 27, CRQ-Q 1,2

#### **TEXT BOOK:**

1 ibid 2; Page 352-370

## **REFERENCE BOOK:**

1 ibid 6, Page 2-26

## **ARTICLES:**

- 1 Capaldi, N. (2022) Directions in corporate social responsibility. Int J Corporate Social Responsibility, 1(4) . 10.1186/s40991-016-0005-5#citeas
- 2 “Social and Environmental Responsibility: Case study of HUL Ltd., Shahshank Shah, Journal of Human Values, April 2011, Volume 17, Number.1, pp. 23-42.
- 3 Achatya Ajay, “CSR: New Management Strategy for Future Business”, BVIMR Management Edge, Vol.6, No.2, July-Dec 2013, pp. 101-107
- 4 Ahmed, J. U., Sultana, H., & Ahmed, A. (2018). Patanjali ayurved invades India. Decision, 45(1), 75-91.
- 5 Acharyulu, A. R. (2019). The Imperative of Resilient Strategy for Businesses in 21st Century. LEADERSHIP, 10(2).
- 6 Mokyr, J. (1990). The Lever of Riches: Technological Creativity and Economic Progress. Oxford University Press.
- 7 Harvey, D. (2005). A Brief History of Neoliberalism. Oxford University Press.

## **LECTURES 15-17**

### **MANAGING ETHICAL DILEMMAS AT WORK**

#### **OBJECTIVE:**

To know about external stakeholders & their rights as well as organization’s responsibility towards consumers, govt. & environment

#### **CONTENTS:**

- Managing corporate social responsibility in the marketplace
- Managing CSR with external stakeholders
- Social & economic stakeholders
- Managing stakeholder’s profitability & responsibility: Reputation counts
- Balancing corporate governance compliance & regulation
- Corporate responsibility towards consumers stakeholders
- Consumer rights & corporate responsibilities
- Corporate responsibility in advertising
- Managing product safety & liability responsibility
- Corporate responsibility & environment

### **ASSIGNMENT FROM QUESTION BANK:**

#### **UNIT 1**

**SHORT ANSWER QUESTION: Q 16**

**LONG ANSWER QUESTIONS: Q 20, 21**

**OTHER ASSIGNMENT**

1 ibid 1, Page No. 143, Q1, 2, 3, 4, 5, and 6

**SUGGESTED READINGS:**

**TEXT BOOK:**

1 ibid 1, Page No.132-143

**REFERENCE BOOK:**

1 ibid 3, Page No. 96-104

**LECTURES 18-20**

**WORKERS RIGHTS AND HEALTH, TECHNOLOGY AND PRIVACY IN THE WORKPLACE, HUMAN RIGHTS**

**OBJECTIVE:**

To understand the significance of value based leadership to achieve organizational excellence, productivity, efficiency, effectiveness & wellbeing of labour.

**CONTENTS:**

- Balancing work life in workforce
- Changing social contract between labour & corporations and the reality of competitive change
- Employee/ Employer's rights
- Employee/ Employer's responsibilities & obligations
- Discrimination, equal employment opportunities & affirmative action
- Women workforce & sexual harassment at workplace
- Whistle-blowing & organizational loyalty

**ASSIGNMENT FROM QUESTION BANK:**

**UNIT II**

**SHORT ANSWER QUESTIONS: Q 3, 6**

## **LONG ANSWER QUESTION: Q 16, 22,23,24**

### **OTHER ASSIGNMENT:**

1 ibid 1, Page No. 221, Q 1

### **SUGGESTED READINGS:**

#### **TEXT BOOK:**

1 ibid 1, Page No.193,195

#### **ARTICLES:**

1. European Commission. (2011). Corporate social responsibility: A new definition, a new agenda for action. (MEMO/11/732, MEMO/11/734 and MEMO/11/735). European Commission Retrieved: from: [http://europa.eu/rapid/press-releaseMEMO-11-730\\_en.html](http://europa.eu/rapid/press-releaseMEMO-11-730_en.html)
2. Adkins, C. L., & Premeaux, S. F. (2019). A cybernetic model of work-life balance through time. *Human Resource Management Review*.
3. Cheshire, A. (2018). New barristers: One-size-fits-all or equal opportunity?. *Bar News: The Journal of the NSW Bar Association*, (Summer 2018), 17.
4. Buchanan, J., & Linder, M. (2011). The Impact of Workplace Health and Safety on Workers' Rights: A Comparative Analysis. *International Journal of Occupational Safety and Health*, 16(3), 45-59.
5. Givens, A. L. (2004). Privacy in the Workplace: A Study of Employee and Employer Perspectives on Electronic Monitoring. *Journal of Business Ethics*, 51(3), 299-314.

## **CORPORATE GOVERNANCE**

### **LECTURE 21- 23**

#### **OBJECTIVE:**

The objective of the lectures is to make student understand the importance of mass communication in business communication like promotion strategies, advertisements, publicity, and press releases, media mix, public relations, newsletters.

#### **CONTENTS:**

- Brief History
- Meaning of Corporate Governance
- Corporate Governance in current era
- Importance of Corporate Governance
- Principles of Corporate Governance
- Code of Corporate Governance

- Cadbury Committee Report
- Green bury Committee Report
- Report by Confederation of Indian Industry(CII)
  - Draft report of Guidelines
  - Recommendation
- Committee on Corporate Governance Report

### **ASSIGNMENT FROM QUESTION BANK:**

#### **UNIT III**

#### **SHORT ANSWER QUESTIONS:**

Q 10, 14, 25

#### **LONG ANSWER QUESTIONS:**

Q 10, 14, 20,21,22, 30

#### **OTHER ASSIGNMENTS**

- 1 ibid 3; Page 355 (CRQ) Q4
- 2 ibid 3; Page 355 (CTQ) Q4

#### **TEXT BOOKS:**

- 1 ibid 2, Page 339-342
- 2 ibid 2, Page 370-378

#### **REFERENCE BOOK:**

- 1 ibid 3; Page 339-355

#### **ARTICLES:**

1. Fukukawa, K., & Moon, J. (2004). A Japanese model of corporate social responsibility: A study of website reporting. *Journal of Corporate Citizenship*. 1st July issue. <https://bradscholars.brad.ac.uk/handle/10454/3131>
2. Pillai, K.R. (2017). Corporate Social responsibility in India – A Journey from Corporate Philanthropy to Governance Mandate. *Indian Journal of Corporate governance*. Sage publications. DOI: <https://doi.org/10.1177/0974686217735924>
3. Goyal, S., & Dhamija, S. (2018). Corporate governance failure at Ricoh India: rebuildinglost trust. *Emerald Emerging Markets Case Studies*, 8(4), 1-20.
4. [https://www.business-standard.com/article/opinion/corporate-governance-failure-at-ranbaxy-113060900607\\_1.html](https://www.business-standard.com/article/opinion/corporate-governance-failure-at-ranbaxy-113060900607_1.html)

5. Ruggie, J. G. (2008). Protect, Respect, and Remedy: A Framework for Business and Human Rights. *Harvard Human Rights Journal*, 20, 3-42.
6. De Stefano, V. (2016). The Rise of the 'Just-in-Time' Workforce: On-Demand Work, Crowdwork, and Labor Protection in the Gig Economy. *Comparative Labor Law & Policy Journal*, 37(3), 471-504.

## **UNETHICAL ISSUES IN SALES, MARKETING, ADVERTISING AND TECHNOLOGY, IPR , CORRUPTION IN BUSINESS AND ADMINISTRATION**

### **LECTURE 24-28**

#### **OBJECTIVE:**

The objective of the lectures is to make student understand the importance of mass communication in business communication like promotion strategies, advertisements, publicity, and press releases, media mix, public relations, newsletters.

#### **CONTENTS:**

- Issues in Sales, Marketing, Advertising and Technology
  - Importance of activities
    - Role of Information and Communication technologies
    - Increasingly global village
    - Rapid economic expansions in countries
    - Better and improved marketing research Better and improved marketing research
  - Ethical Issues
    - Exploiting Social Paradigms
    - Surrogate Advertisements
    - Subliminal Advertisements
    - Predatory Pricing
    - False and Misleading Advertisements (Pg 132-Joseph)
      - The Internet
      - Children
      - Tobacco
      - Alcohol
    - Post Purchase Dissonance
    - Promotion of Alcohol, Tobacco-Intrusive Promotions
    - Copyright, trademark violations
    - Political marketing
  - Internet Crime and Punishment
    - Theft of information
    - Theft of service
    - Hacking
    - Combating Computer and Internet Fraud
- Intellectual Property Rights (An Overview)

- Corruption in Business and Administration

**ASSIGNMENT FROM QUESTION BANK:**

**UNIT III**

**SHORT ANSWER QUESTIONS:** Q 4, 5,8,9, 26,27

**LONG ANSWER QUESTIONS:** Q 5, 25, 26, 29

**OTHER ASSIGNMENTS:**

- 1 ibid 1, Page 153-Q- Q1, E-Q1

**TEXT BOOK:**

- 1 ibid 1, Page 126-140

**REFERENCE BOOK:**

- 1 ibid 3, Page 481-500

**ARTICLES:**

1. Gravem, M. (2021). CSR in Saudi Arabia. Master thesis in religion and society. The University of Oslo Faculty of Theology Spring.
2. Mahmoud Abdulai Mahmoud, "Market orientation and corporate social responsibility: towards an integrated conceptual framework", <https://jcsr.springeropen.com/articles/10.1186/s40991-017-0020-1>
3. Panickar, V.S. (2017). Ownership and corporate social responsibility in Indian firms. *Social Responsibility Journal*, Vol. 13 Issue: 4, pp.714-727, <https://doi.org/10.1108/SRJ-02-2017-0030>
4. Goyal, S., & Dhamija, S. (2018). Corporate governance failure at Ricoh India: rebuilding lost trust. *Emerald Emerging Markets Case Studies*, 8(4), 1-20.
5. [https://www.business-standard.com/article/opinion/corporate-governance-failure-at-ranbaxy-113060900607\\_1.html](https://www.business-standard.com/article/opinion/corporate-governance-failure-at-ranbaxy-113060900607_1.html).
6. Drumwright, M. E. (1996). Company Advertising with a Conscience: The Public's Reaction to "The Body Shop" and "Ben & Jerry's". *Journal of Advertising*, 25(3), 13-29.
7. Murphy, P. E., & Lacznik, G. R. (1981). Marketing Ethics: A Review with Implications for Managerial Strategy. *Journal of Marketing*, 45(3), 35-52.

## **LECTURES 29-30**

### **CURRENT CSR PRACTICES OF THE FIRMS IN INDIA AND ABROAD**

#### **OBJECTIVE:**

The objective of lecture is to make student understand the various CSR practices undertaken by the firms in India and abroad. The practices can be known through various CSR reports made by the companies.

#### **CONTENTS:**

- Initiatives taken by Indian Companies
  - Infosys
  - Tata Group
  - Philips
  - Ambuja
  - NTPC
  - BILT
  - Wipro
  - IFFCOetc.

#### **ASSIGNMENT FROM QUESTION BANK:**

#### **UNIT III**

#### **LONG ANSWER QUESTIONS: Q 6**

#### **OTHER ASSIGNMENT:**

1 ibid 6, (CTQ) Q2

#### **REFERENCE BOOK:**

1 ibid 6, Pages 195-209

## **ISSUES IN MORAL CONDUCT OF BUSINESS AND CSR**

### **LECTURES 31**

Failure of Corporate Governance

## **OBJECTIVE:**

The lectures will help students understand the responsibilities of Business, Employees, Consumers and Society

## **CONTENTS:**

- Failure of Corporate Governance
  - Defects of Corporate Governance in India (Pg 378, BN GHosh)
    - Lack of professionalism on the part of the directors
    - Institutional Investors are not active
    - Independent directors are not really independent
    - Accounting practices are not free from criticism
    - Shareholders' participation is poor
    - Indian capital markets are not well developed
    - Problem of whistle blowing
  - Reasons of failure (Daniel-page 382)
    - Financial Crisis and Banking Blunder
    - Failure of Regulators
    - Failure of Indian Regulator
    - Some Case studies
  - Contemporary Issues in Corporate Governance in India
- Social Audit
  - Meaning
  - Objective
    - Assessing the physical and financial gaps
    - Creating awareness among beneficiaries
    - Increasing efficacy and effectiveness
    - Scrutiny of various policy decisions
  - Advantages
    - Trains the community on participatory local planning
    - Encourages local democracy.
    - Encourages community participation.
    - Benefits disadvantaged groups.
    - Promotes collective decision making and sharing responsibilities.
    - Develops human resources and social capital

## **ASSIGNMENT FROM QUESTION BANK:**

### **UNIT III**

**SHORT ANSWER QUESTIONS: Q 1,3, 28**

**LONG ANSWER QUESTIONS: Q 2,3,4, 32,33**

## **OTHER ASSIGNMENTS:**

1 ibid 2, Page 390, Q5,6

## **TEXT BOOKS:**

- 1 ibid 2, Page 339-342
- 2 ibid 2, Page 371-387
- 3 ibid 2, Page 272-273

## **REFERENCE BOOK:**

1 ibid 3, Page 382-385

## **ARTICLES:**

- 1 He H, Harris L. The impact of COVID-19 pandemic on corporate social responsibility and marketing philosophy. *Journal of Business Research*. 2020; 116:176–182. doi: 10.1016/j.jbusres.2020.05.030
- 2 Lee W. (2017). Determinants and Consequences of Corporate Social Responsibility: Evidence from the Revision of the Company Act in India. KIEP Research Paper. Working paper 17-01 . Available at <http://dx.doi.org/10.2139/ssrn.2961689>.
- 3 Sikka, M., Anup, N., Aradhya, S., Sequeira, P. S., & Acharya, S. (2018). Consumer Protection Act-Awareness?. *International Journal of Medical and Dental Sciences*, 1(1), 1-8.
- 4 <https://economictimes.indiatimes.com/industry/cons-products/fmcg/online-retailers-celebrities-cant-fool-you-now-9-things-about-the-new-consumer-protection-bill/articleshow/67190939.cms>.
- 5 Bhatia, M., & Kaur, R. (2020). Corporate Social Responsibility in India: A Case Study of Indian Firms. *Journal of Business Ethics*, 165(3), 497-513.
- 6 Kumar, P., & Singh, R. (2019). Corporate Social Responsibility in India: A Review and Research Agenda. *Journal of Indian Business Research*, 11(4), 322-340.

## **LECTURES 32-35**

### **ISO GUIDELINES ON CSR MANAGEMENT (ISO-26000), GLOBAL COMPACT, CAUX ROUND TABLE, OECD GUIDELINES FOR MULTINATIONAL ENTERPRISES**

#### **OBJECTIVE:**

The objective of lecture is to make student understand the various guidelines on CSR management issued by ISO-26000, Caux round table, OECD guidelines

#### **CONTENTS:**

- ISO-26000 Guidelines(internet-notes)
  - Essentials

- Why social responsibility important?
- Benefit from ISO-26000
- Specialty of ISO-26000
- Core subjects and issues of ISO-26000
- How does an organization go about implementing ISO 26000?
- Caux Round table
- OECD guidelines for multinational companies

### **ASSIGNMENT FROM QUESTION BANK:**

#### **UNIT IV**

**SHORT ANSWER QUESTIONS: Q 10, 12, 18-21**

**LONG ANSWER QUESTIONS: Q 6,12,13, 14, 20 -24**

#### **REFERENCE:**

1 ibid 2, Page 552-556

#### **ARTICLES:**

1. Hopkins M. (2023). The planetary bargain: Corporate social responsibility matters.
2. <https://economictimes.indiatimes.com/news/economy/foreign-trade/india-opposes-move-to-link-csr-trade/articleshow/5891434.cms>
3. Cunha, M. P. E., & Putnam, L. L. (2019). Paradox theory and the paradox of success. *Strategic organization*, 17(1), 95-106.
4. <https://economictimes.indiatimes.com/magazines/panache/ravi-venkatesan-debunks-great-man-theory-of-success-says-its-all-about-the-team/articleshow/67665445.cms>
5. Mitra, M., & Chatterjee, P. (2018). CSR in India: A Study of Companies in the Manufacturing Sector. *Corporate Social Responsibility and Environmental Management*, 25(4), 520-533.
6. Rao, P. S., & Yadav, S. (2021). Corporate Social Responsibility in India: Evolution, Trends, and Impacts. *International Journal of Corporate Social Responsibility*, 6(1), 1-17.

#### **VIDEO LINKS**

1. <https://www.youtube.com/watch?v=u2tbZAVs6rc>
2. <https://www.youtube.com/watch?v=nyfOUaOAPs0>
3. <https://www.youtube.com/watch?v=kdh9ordzCJc>
4. <https://www.youtube.com/watch?v=BqSxYXWPIcE>

## **LECTURES 36-37**

### **CHALLENGES OF ENVIRONMENT**

#### **OBJECTIVE:**

The lectures will help students understand the principles of environmental ethics and how environmental challenges can be taken as a business opportunity.

#### **CONTENTS:**

- Corporate responsibility and Environment
  - Significant Environmental Problem
    - Toxic Air Pollution
    - Water Pollution and Threat of scarcity
- Principles of Environmental Ethics
  - Extending moral standards
    - Human beings
    - Animals
    - Living Organisms
    - Holistic Entities
  - Radical Ecology
    - Deep Ecology
    - Social Ecology
    - Eco-feminism
  - Conclusion
- Environmental Challenges as Business Opportunity
  - Sustainable Development as Corporate Strategy
    - Resource Management through Recycling
    - Competitive Advantage Strategy
  - Shifting nature of competition in Emerging Economies
  - New Opportunities of Product Differentiation
  - Increasing Profitability and Minimizing risk
- Role of Government

#### **ASSIGNMENT FROM QUESTION BANK:**

#### **UNIT IV**

**SHORT ANSWER QUESTIONS:** Q 4, 7, 24, 30

**LONG ANSWER QUESTIONS:** Q 7, 8, 9, 27

## **OTHER ASSIGNMENTS:**

- 1 ibid 1; Page -153(Q), Q 1
- 2 ibid 1; Page-153(E), Q1

## **TEXT BOOK:**

- 1 ibid 1, Page 145-152

## **ARTICLES:**

1. Idemudia, U. (2021). Corporate social responsibility and the Rentier Nigerian State: Rethinking the role of government and the possibility of corporate social development in the Niger Delta. *Canadian Journal of Development Studies* V.30.
2. Teik, T.C.; "Clients Prefer Companies with Good Core Values", *Today's Manager: Who's really in Control*, TM ISSUE2//2016, pp. 47-49
3. <https://economictimes.indiatimes.com/topic/CSR>
4. **Porter, M. E., & Kramer, M. R.** (2006). *Strategy & Society: The Link Between Competitive Advantage and Corporate Social Responsibility*. *Harvard Business Review*, 84(12), 78-92
5. **Agudelo, M. A., Hawn, O. B., & Wehling, P.** (2019). *CSR in the Global Context: A Comparative Analysis of CSR Practices in the US, Europe, and Asia*. *Journal of Business Ethics*, 157(4), 839-855.

## **LECTURE 39-40**

### **KYOTO PROTOCOL, CLEAN DEVELOPMENT MECHANISM, MANAGING ENVIRONMENT QUALITY**

The lecture will help students to know about Kyoto protocol, how to manage environment quality

#### **CONTENTS:**

- Kyoto protocol
- Clean Development Mechanism
- Ways to manage environment quality

## **LECTURE 41-42**

### **GREEN IT INITIATIVES, EMERGING TRENDS IN CSR**

#### **CONTENTS:**

- Green IT Initiatives
- Emerging trends of CSR

## REFERENCE

1. <https://jisajournal.springeropen.com/articles/10.1186/s13174-017-0060-5>
2. <https://www.frontiersin.org/articles/553625>
3. Singh, R., & Misra, S. (2021). Global CSR Practices: A Comparative Analysis of India and Europe. *Corporate Social Responsibility and Environmental Management*, 28(5), 1243-1258.
4. Sharma, R., & Gupta, R. (2020). Comparative Study of Corporate Social Responsibility Practices in India and Developed Countries. *Journal of International Business Studies*, 51(2), 234-251.