

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**B.A. DEGREE : BRANCH III – SOCIOLOGY**

**SYLLABUS**

(Effective from the academic year 2015 - 2016)

**CORPORATE SOCIAL RESPONSIBILITY**

**CODE: 15SC/UI/CS23**

**CREDITS: 3**

**OBJECTIVES OF THE COURSE**

- To enable students to understand the contemporary sustainable development model adopted by corporate organisations
- To help the students understand the nature of Corporate Governance

**Unit 1**

**Introduction**

- 1.1 Concept of Corporate Social Responsibility- Meaning, Nature
- 1.2 Operationalising CSR for Sustainable Development
- 1.3 History of Corporate Social Responsibility
- 1.4 Global Scenario
- 1.5 Social Auditing

**Unit 2**

**Compliance checklist for Corporate Social Responsibility**

- 2.1 Management
- 2.2 Market & Work place
- 2.3 Regulatory Framework
- 2.4 Welfare, Safety & Social Initiatives
- 2.5 Community Initiatives
- 2.6 Workplace Initiatives
- 2.7 Environmental Initiatives
- 2.8 Market Initiatives

**Unit 3**

**Emerging Areas and Trends in Corporate Social Responsibility**

- 3.1 Business
- 3.2 Social
- 3.3 Environmental

**Unit 4**

**CSR in India**

- 4.1 CSR in India
- 4.2 Government Initiatives for promoting CSR in India
- 4.3 CSR Initiatives of Association of Corporates

## Unit 5

### Case Studies

- 5.1 Infosys
- 5.2 Satyam Computer Service Limited
- 5.3 TATA
- 5.4 Polaris
- 5.5 L&T

### BOOKS FOR REFERENCE

- Mallin, Chris A. *Corporate Social Responsibility: A case study approach*, Massachusetts: Edward Elgar Publishing Ltd., 2009.
- May, S., George Cheney, Juliet Roper (Ed.). *The debate over corporate social responsibility*. New Delhi: Oxford University Press, 2007.
- Panda, S. K., *Corporate Social Responsibility in India Past Present and Future*, The ICAI University Press, 2008.
- Agarwal, S K., *Corporate Social Responsibility in India*. New Delhi: Response Books, 2008.
- Mathur, U.C. ,*Corporate Governance & Business Ethics*, Chennai: Macmillan, 2005.  
Baxi, C. V *Corporate Governance*, CA: Excel books 2007.
- Weston, Fred, J., *Takeovers. Restructuring & Corporate Governance*, New Delhi: Pearson Education, 2007.
- Singh, S *Corporate Governance*, New York: Excel books, 2005.
- Donald, H., *Corporate Governance at the cross roads*, TMH, 2007.
- Prasad, K., *Corporate Governance*. New Delhi: PHI, 2006.
- Mallin, Christine .A. *Handbook of International Corporate Governance* , Massachusetts: Edward Elgar, 2011.

### WEB RESOURCES

#### CSR - What is corporate social responsibility?

<https://www.youtube.com/watch?v=yzvy5IggTvw>

#### IBM: CSR

<https://www.youtube.com/watch?v=PdkYieDuVvY>

#### CSR Video - Business Benefits of Corporate Social Responsibility

<http://beta.tutor2u.net/business/blog/csr-video-business-benefits-of-corporate-social-responsibility>

**PATTERN OF EVALUATION**

**End Semester Examination**

**Total Marks: 100**

**Duration: 3 hours**

**Section A** –  $10 \times 2 = 20$  marks (All 10 questions to be answered in 50 words each)

**Section B** –  $5 \times 8 = 40$  marks (5 out of 8 questions to be answered in 250 words each)

**Section C** –  $2 \times 20 = 40$  marks (2 out of 4 questions to be answered in 1200 words)

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**SOCIAL NETWORKING**

**CODE: 15SC/UI/SN23**

**CREDITS: 3**

**OBJECTIVES OF THE COURSE**

- To introduce the students to the concept of social networking and its development
- To help students understand its impact on contemporary society

**Unit 1**

**Meaning of Social Networking**

- 1.1 Perspectives on community - Tonnies, Wellman, Berman, and Oldenberg
- 1.2 Concept of Social Networking
- 1.3 History of Social Network Analysis
- 1.4 Mark Granovetter's concept of 'Strength of weak ties'

**Unit 2**

**Social Capital**

- 2.1 Concept of Social Capital – Putnam, Coleman, Portes
- 2.2 Social Networking and Social Relationships – Social Networking and Interpersonal Communication
- 2.3 Networks of Reciprocity; Putnam's Norms of trust

**Unit 3**

**Social Networking and Cyberspace**

- 3.1 Roots and visions of social cyberspace – Social Cyberspace in the past
- 3.2 Origin and development of social media as a lens for viewing the evolution of the institutional, social, and technological aspects of today's cyberfied world
- 3.3 Manuel Castell's Network Society

**Unit 4**

**Imagining community and discussing it virtually**

- 4.1 Network society - Online social networks - Community-centered online media (and offline life) and Networked individualism
- 4.2 Virtual Community and Real Life -Ways online social activities change our lives
- 4.3 Relationships, Communities - Control over our communication practices, design of technologies, values

**Unit 5**

**Collective action and Public opinion – Social Networking Perspective**

- 5.1 Power of social cyberspaces to organize collective action in the physical world
- 5.2 Public opinion in internet era – Online discourses and the health of democracy

## BOOKS FOR REFERENCE

Barabási, A. *Linked: The New Science of Networks*. Cambridge: Perseus Books Group.2002.

Berman, M. *All That is Solid Melts Into Air: The Experience of Modernity*. New York: Penguin, 1988.

Oldenburg, R. *The Great Good Place*. New York: Marlowe, 1991.

Ostrom, E. *Governing the Commons: The Evolution of Institutions for Collective Action*. Cambridge: University Press, 1990, pp 1-28

Resnick P. *Beyond Bowling Together: Sociotechnical Capital. Human-Computer Interaction in the New Millenium*. edited by John Carroll. New Delhi: Dorling Kindersly, , 2007.

## JOURNALS:

Granovetter M., *The Strength of Weak Ties, A Network Theory Revisited, Sociological Theory*. 1983

Turner, F., *Where the counterculture met the new economy: the WELL and the origins of virtual community, Technology and Culture*. Volume 46, Number 3, July 2005, pp. 485-512 available online as PDF.

## WEB RESOURCES

[http://cyber.eserver.org/vr\\_comun.txt](http://cyber.eserver.org/vr_comun.txt).

<http://www.fantrust.com/2007/10/trebor-scholzs-history-of-the-social-web/>

Rheingold H., *A Slice of Life in My Virtual Community*. 1992.-  
[http://www.cs.indiana.edu/docproject/bdgtti/bdgtti\\_18.html](http://www.cs.indiana.edu/docproject/bdgtti/bdgtti_18.html)

Rheingold, H., *The Heart of The Well*. from *The Virtual Community*, available online, 1993.-<http://www.rheingold.com/vc/book/>

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