

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**B.Com (A & F) DEGREE: ACCOUNTING AND FINANCE**

**SYLLABUS**

(Effective from the academic year 2015 -2016)

**CORPORATE SOCIAL RESPONSIBILITY**

**CODE: 15CM/ME/CR55**

**CREDITS : 5**

**L T P : 4 1 0**

**TOTAL TEACHING HOURS: 65**

**OBJECTIVES OF THE COURSE**

- To familiarize students with the understanding of issues and practices of corporate governance and corporate social responsibility in the global and Indian context
- To analyse and examine corporate social responsibility

**Unit 1**

**Introduction (10 hrs.)**

- 1.1 Meaning, Scope and Objectives of CSR
- 1.2 Need and Importance of CSR
- 1.3 Corporate Sustainability in CSR

**Unit 2**

**Business and Ethical Environment (15 hrs.)**

- 2.1 Ethical Issues in Finance - Issues related to Financial Services, Insider Trading and Takeovers
- 2.2 Ethical Issues in Marketing and Advertising

**Unit 3**

**Corporate Governance (15 hrs.)**

- 3.1 Meaning and Concepts of Corporate Governance
- 3.2 Management Structure of Corporate Governance
- 3.3 Board Committees - Functions

**Unit 4**

**Corporate and Natural Environment (15 hrs.)**

- 4.1 Impact of Environmental Issues on Corporate Sector
- 4.2 Managing Issues relating to Corporate Environment

**Unit 5**

**Responding to Stakeholders (10 hrs.)**

- 5.1 Stockholders, Employees, Community - Corporate Philanthropy and Community Volunteering
- 5.2 Case Studies – Socially Responsible Business Practices

### **BOOKS FOR STUDY**

Andrew Crane Dirk Matten. *Business Ethics*. New Delhi: Oxford University Press.

Fernando, A.C. *Corporate Governance – Principles, Policies & Practice*. Pearson.

Joan R. Boatright. *Ethics and the Conduct of Business*. 7<sup>th</sup> edition. Pearson.

### **BOOKS FOR REFERENCE**

Bhanu Murthy, K. V. and Usha Krishna, *Politics Ethics and Social Responsibilities of Business*.  
New Delhi: Pearson Education.

Christine, A Mallin. *Corporate Governance (Indian Edition)*. New Delhi: Oxford University Press.

Geeta Rani, D & R K Mishra. *Corporate Governance-Theory and Practice*. New Delhi: Excel.

Kotler, Philip and Nancy Lee. *Corporate Social Responsibility – Doing the Most Good for Your Company and Your Cause*. Wiley – India, 2008.

Mathur, U.C. *Corporate Governance & Business Ethics*. Macmillan, 2005.

Sharma, J. P. *Corporate Governance Business Ethics & CSR*. New Delhi: Ane Books

Subhash Chandra Das, *Corporate Governance in India*. PHI, 2008.

### **JOURNALS**

International Journal of Management Reviews

International Journal on Corporate Strategy and Social Responsibility

SSRN – E Journal

### **WEB RESOURCES**

[www.ibscdc.org](http://www.ibscdc.org)

[www.exed.hbs.edu](http://www.exed.hbs.edu)

[www.hbr.org](http://www.hbr.org)

### **PATTERN OF EVALUATION**

#### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two )

#### **Third Component:**

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

**End Semester Examination:**

**Total Marks: 100**

**Duration: 3 hours**

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words )

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words )