

**GENERIC ELECTIVES (GE-EVS-7): CORPORATE, SOCIAL, AND ENVIRONMENTAL RESPONSIBILITIES FOR CONSERVATION AND SUSTAINABLE DEVELOPMENT**

**Credit distribution, Eligibility and Pre-requisites of the Course**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
CORPORATE, SOCIAL, AND ENVIRONMENTAL RESPONSIBILITIES FOR CONSERVATION AND SUSTAINABLE DEVELOPMENT	4	2	0	2	Class XII pass	NA

**Learning objectives**

The Learning Objectives of this course are as follows:

- Inculcate interdependent and interrelated theories of corporate branding, environmental sustainability, and social equity
- Understand the working and driving forces of CSR and its significance as a stepping stone to Sustainable Business Models
- Gain insights into CSR as a tool to ensure social justice and adopt environmental wisdom from industries
- Empower with emerging frameworks and practices in CSR for environmental sustainability and improve quality of life

**Learning outcomes**

After the course, students will be able to:

- Explain the concept of CSR from an environmental sustainability perspective and its significance in next-generation marketing strategies
- Apply concepts of CSR to develop strategies for responsible marketing, business success, and environmental protection.
- Develop systems thinking and evolve as a responsible consumer
- Decipher linkages between concepts of circular economy, sharing economy, and carbon/ecological footprints, and identify opportunities and challenges to specific businesses and target consumers.
- Gain insights into five dimensions of sustainability performance: economic, environmental, governance, social and ethical
- Practice sustainability management, implement cleaner technologies, and argue in favour of environmental protection.

## SYLLABUS OF GE-EVS-7

Theory (02 Credits: 30 lectures)

### **UNIT – I Sustainable Development (4 Weeks) (8 lectures)**

Definitions, goals and frameworks; Sustainability: Definition and concept, Bottom of the pyramid and fairtrade; Evolution of concepts, Socio-ethical and environmental aspects, Benefits in strategic planning; Associated world's leaders and corporations, Financial, social and reputational benefits, Circular and share economy (8 lectures)

### **UNIT – II Corporate social responsibility (CSR) (3 Weeks) (6 lectures)**

CSR: Definition and concept, Philosophy and practices of CSR; Measuring CSR; Impact of CSR on rural livelihoods, natural resources management, biodiversity conservation; Carbon footprint; Cleaner technologies; Emerging CSR policies in India

### **UNIT – III CSR and Sustainability (4½ Weeks) (9 lectures)**

Why and when to apply CSR activities, Competitiveness vs Ethical, Green markets and budget, Bottlenecks of being sustainable, Public-private partnerships for socio-ecological entrepreneurship, Vocal for local embedding sustainability; Business strategies for sustainable individuals, firms, and industries, Power-Inequality-Environment-CSR nexus, Managing, Monitoring, and Reporting CSR, Beyond framing CSR as strategic, political or utopian (9 lectures)

### **UNIT – IV Case studies (3½ Weeks) (7 lectures)**

CSR applications for improving livelihoods, enhancing soil health and crop productivity in stress environment, adaptation to climate change, and diversification of crop patterns improving rural wastewater management (7 lectures)

### **Teaching and learning interface for theoretical concepts**

To achieve the course objectives and match with the contents, a wide range of teaching and learning tools will be employed, including (a) Formal lectures; (b) Interactive sessions using visual aid; (c) Case study analyses; (d) Hypothetical scenario building; (e) Group discussion on key topics; and (f) documentary screening and critical analyses.

Practicals/Hands-on Exercises – based on theory (02 Credits: 60 hours)

1. Analyze variations in CSR efforts in saving the environment by countries differing in biodiversity and ecosystem diversity
2. Critically analyze OECD Guidelines for Multinational Enterprises on corporate responsibility
3. Select a company/business organization and, based on its activities and products, identify the environmental issues that need to be addressed for societal need

4. Evaluate diverse environmental issues based on their impact on society and organizational brand value and develop its vision document and a CSR plan for environmental conservation
5. Determine priorities and evolve a code of conduct document for the selected company to maximize its CSR for environmental issues
6. Based on the activities of the target business organization, develop an action plan and policies to suit the international guidelines and standards of CSR for environmental conservation
7. Identify the constraints to implement the guidelines and standards set based on dialogue with different stakeholders and surveying the local circumstances
8. Analyze the variations in guidelines and standards to meet the CSR in countries differing in biodiversity and cultural values
9. Identify the environmental indicators to formulate a monitoring and reporting system for CSR success
10. Evolve the appropriate communication style for different internal and external stakeholders
11. Field surveys and lab-based assays for monitoring the targeted ecosystem, biodiversity, environmental compartment, and socio-ecological systems for the impact of CSR

#### Teaching and learning interface for practical skills

To impart training on technical and analytical skills related to the course objectives, a wide range of learning methods will be used, including (a) laboratory practicals; (b) field-work exercises; (c) customized exercises based on available data; (d) survey analyses; and (e) developing case studies; (f) demonstration and critical analyses; and (h) experiential learning individually and collectively.

#### Essential/recommended readings

- Bachnik, K., Kaźmierczak, M., Rojek-Nowosielska, M., Stefańska, M. and Szumniak-Samolej, J. (eds.), 2022. *Corporate Social Responsibility and Sustainability: From Values to Impact*. Routledge.
- Camilleri, M.A., 2017. *Corporate Sustainability, Social Responsibility and Environmental Management*. Cham, Switzerland: Springer International Publishing.
- Geoffrey H., 2010. *When Principles Pay: Corporate Social Responsibility and the Bottom Line*, Columbia University Press.
- McKenna, K., 2015. *Corporate Social Responsibility and Natural Resource Conflict*. Routledge.

### Suggestive readings

- Roberts, L., Georgiou, N. and Hassan, A.M., 2022. Investigating biodiversity and circular economy disclosure practices: Insights from global firms. *Corporate Social Responsibility and Environmental Management*. DOI: 10.1002/csr.2402
- Ringham, K., 2017. *CSR and Sustainability: From the Margins to the Mainstream: A Textbook*, Routledge
- Rendtorff, J.D., 2019. *Philosophy of Management and Sustainability: Rethinking Business Ethics and Social Responsibility in Sustainable Sevelopment*. Emerald Group Publishing.

**Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**