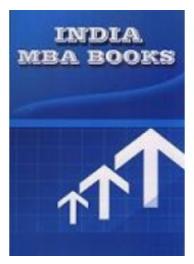
# CORPORATE SOCIAL & ENVIRONMENTAL RESPONSIBILITY



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#### UNIT - I

Understanding Social Issues -Social Issues: Concept, Characteristic and Causes of Social Problems Social Issues vis-a-vis corporate environment: Casteism, Agitation in Youth, Corruption, Black money, Terrorism, Sexual Harassment at Workplace & their impact on Society, Social Cost of Development

## **UNIT-II**

Business Ethics -Values, norms & beliefs, Culture, Cultural differences, Hofstede's Dimensions of Cultural Differences, cultural discrimination, Concept of Ethics Morality & Moral Standards, Factors affecting Business Ethics, Professional Ethics: Ethics in Marketing, Ethics in HRM, Ethics in Finance & Accounting, Ethics in Information Technology, Ethics in Production

#### **UNIT - III**

Ethical Decision Making -Ethical D/M Process, Ethical norms for business decisions Ethical consistency, Ethical Dilemma, Role & Qualities Of CEO Business ethics & CEO

#### **UNIT-IV**

Corporate Social Responsibility (CSR) -Meaning; corporate philanthropy; CSR-an overlapping concept; corporate sustainability reporting; CSR through triple bottom line; relation between CSR and corporate governance; environmental aspect of CSR; CSR models; drivers of CSR; major codes on CSR; initiatives in India.

## **UNIT-V**

Environmental Responsibility – Economic Development and Pollution, Increased Pollution Levels, Changing role of Government, Regulations and its impact on business & industry, Green Marketing, Environmental Technology, Ecological implications of technology, Sustainable Development.

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