

Corporate Social Responsibility
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Lecture - 01
Introduction to the Course

Welcome to the MOOC course the title to Corporate Social Responsibility. My name is Aradhna Malik, and I teach in Vinod Gupta School of Management at the Indian Institute of Technology in Kharagpur, West Bengal India. And I will be helping you through this course.

Now the reasons for proposing this course first that many many profit making organizations in the world are realizing the value of giving back to society. And we will discuss the history and evolution of corporate social responsibility, and how it came to acquire this shape that it has acquired today. And we will talk about what CSR is, you know why people why business is are choosing to be responsible to the society. Then we will also talk about you know how this whole concept of CSR has evolved over time and what it has come to be and why it has come to acquire the shape that it has acquired today.

After that we will talk about the relevance of stakeholders in corporate social responsibility. We will have a significant chunk of the course dedicated specifically to stakeholders and the stakeholder theory in corporate social responsibility. Then we will also you know the four stakeholders that we have the primary stakeholders or the organization, government, society and the regulatory environments which are a part of the government in India, and of course international regulatory and environments.

And then we will move on to how you can plan CSR activities within your own organization, how other organizations are doing it, and how CSR is integrating with the strategy the company strategy and by that is happening. Then we will talk about implementing CSR activities in different context and in different scenarios. And then we will talk about evaluation of CSR activities. We will have a module on corporate governance, we will have a module on corporate citizenship. We will talk about how corporate social responsibility and corporate social performance linked to the company's financial performance. We will have a discussion on that as well.

And we will also talk about how you can measure the impact of your CSR activities; how you can evaluate the output of the efforts you have put in your attempt to give back to the society that you are a part of. Then you know we will also talk about corporate social responsibility and sustainability. Now sustainability has become a buzz word these days, but we will talk about you know we will dedicate a module specifically to CSR and sustainability. And we will discuss it in great detail as to how CSR can be integrated with sustainability.

And then we will wrap up the discussion with the future of corporate social responsibility; where is it going, you know what shapes it is acquiring, what it is likely to be, what are the influences on it, and how these influences are likely to shape the efforts of organizations and individuals for trying to get back to society.

Now, I have a few expectations from you in this course there are few things I must tell you. Now as far as your tests are concerned you will have weekly quizzes in the form of multiple choice tests. And there will be a deadline and that will be declared to you. I will not be giving you the slides upfront, I expect you to listen to the lectures and attempt the quizzes based on your understanding of the concepts start through the lectures. I will give you the slides that have been used in the lectures after the deadline for that specific quiz has passed So, this is first.

The second thing I will expect you to do is I will expect you to keep refreshing your knowledge of whatever has been taught in the previous weeks. So, week two we will cover all the material that has been taught in week 1 and in week 2. Week 3 will have weeks 1, 2, 3; the test I am talking about the test. Week 4 will have weeks 1 to 4 and so on.

The reason this is being done is, these concepts build on each other. So, I may refer to something that was start in week 1 in say week 6; I may refer to what we start in week 2 say in week 7. And unless you have a grasp over those concepts and unless you have refreshed everything you will not be able to understand what is being taught at a later stage. And you will have this slides, so as soon as the deadline for the quiz for week 1 is over the slides for week one will be given to you I request that you go through this slides, ask me questions, ask me for clarifications so you can keep abreast of these things. And I would also encourage you to keep adding your experiences on the forum.

Now the forum is a place where we discuss matters related to the course and to the subject in general. So, please use it to its full capacity. I also request you to not use the forum for anything other than this course or for any other activity. You know so no advertisements. Please be respectful of each other, please be respectful of the comments that others post; there is no bad question. I encourage you to ask anything that comes to your mind after listening to the lectures. And if you find that there is something that can be added please share it on the course on the forum so that everybody can benefit from it.

Many of you are out in the industry, and you could have access to examples you could have insides that an academic like me we will not have. So, I would encourage you to listen to the concepts and see how they apply to your daily lives and to your work in your daily life and add that to the forum.

From time to time I will be asking you to do some work on the forum is well. Maybe initiate some discussions on some topics on the forum. This is not an evaluation component, but I am assuming that your joining this course because you want to be a part of this course, I am assuming that you know you are registering for this course and taking the trouble to listen to these lectures and go through the material that is given and take the quizzes and attempt the examination because you are really interested in the subject. And so you will realize that the forum will give you a chance to discuss matters of interest to everybody.

So, from time to time I may initiate discussions you are also welcome to do that on your own and please post examples. So, these are my expectations from you. Now I look forward to hearing about your expectations from me as a teacher of the scores. Please feel free to communicate with me my email address will be given to you, the forum address will be given to you. Please post things on the forum or send me a personal email and I will respond. And I welcome you to this course and I look forward to learning from you and to sharing what I know with you, and to growing together as a community of professionals dedicated to looking after our society through this course.

Thank you very much for listening and we will start covering concepts on CSR from the next class.

Thank you.