



# CORPORATE SOCIAL RESPONSIBILITY

## **PROF. ARADHNA MALIK**

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IIT Kharagpur

**INTENDED AUDIENCE** : Students from all disciplines can enroll for this course.

**INDUSTRIES APPLICABLE TO** : All corporate organizations

### **COURSE OUTLINE :**

The course introduces participants to the field of Corporate Social Responsibility. The course begins with a discussion on the history of CSR activities, and moves through planning, implementation, evaluation and development of the CSR cycle in profit making organizations. The course concludes with a discussion on how the field of CSR is likely to develop in future.

### **ABOUT INSTRUCTOR :**

Prof. Aradhna Malik earned her Masters in Child Development from Panjab University, Chandigarh, India and PhD from University of Denver, USA. She has been serving Indian Institute of Technology Kharagpur as faculty in the School of Management since 2008. Aradhna teaches intercultural communication, business ethics and organizational behavior to Undergraduate, Masters and Doctoral level students. Her research and academic interests include, ageing, orality, human technology interaction, intercultural communication, communication disorders, management of public health and neuro linguistic programming (NLP).

### **COURSE PLAN :**

**Week 01** : Introduction to CSR: What and Why of CSR.

**Week 02** : Emergence of CSR: History and current scenario.

**Week 03** : Stakeholders: Organization, Government, Society and Regulatory Environments.

**Week 04** : Planning and Implementing CSR activities.

**Week 05** : Evaluating and developing CSR activities.

**Week 06** : Corporate Governance.

**Week 07** : CSR and Sustainability.

**Week 08** : Future Directions.