

SYLLABUS



JNICSR

Jawaharlal Nehru Institute
of Corporate Social Responsibility

Jawaharlal Nehru Institute of Corporate Social Responsibility(JNICSR)

Diploma In Corporate Social Responsibility

Awarding Institution: JNICSR FOUNDATION

Teaching Institution: JNICSR FOUNDATION

Faculty of Corporate affairs and Social Sciences

Programme length: 12 months / 1 year

For students entering in 2015

Date of specification: 2015

Programme Director: Nikhil Bhai Kumar Sarojaz

Board of Studies: Diploma Courses

Eligibility: 10+2 in any discipline

Online Certificate Course in CSR

The JNICSER certificate program in CSR (ICP in CSR) is aimed at the development of the trained and certified CSR professionals in the country.

The programme is a professional and knowledge oriented JNICSER patented, delivered over a period of 12 months. Those trained, it is envisaged, would be highly valued for their professional expertise and merit in the field of CSR in India.

Admission is going to open soon in the month of December.

“I believe that to really make [CSR] meaningful, your people have to see it. Your customers have to see it. It has to be built into the substance of the company. And there really should be a track record that offers the substantive evidence that this is something the company's deeply engaged in, and not just something that we understand is popular to talk about.”

- Anne Mulcahy, CEO, Xerox (Wall Street Journal, March 9, 2009)

“Given the current economic situation and the fourth estate’s scrutiny of companies receiving federal funds and not spending wisely begs for companies to stand up and say, ‘we are socially responsible’Certainly every single company is taking something from the public good, and they have to give some of that back.”

- Ric Grenell, SVP, Communications, DaVita (Personal communication, March 31, 2009)

Course Description

This course examines the role of corporate responsibility as a strategy to improve products, profits, and brand equity. The idea of corporations as simply wealth creating organizations with no obligations to the environment is not longer acceptable. We will examine numerous corporate initiatives that attempt to address these challenges as well as how they are being evaluated in the public eye. Globalization combined with increased transparency of corporate operations has revealed significant variations in how organizations are attempting to balance the pursuit of profits and good corporate citizenship. Increased measurement of natural resources, pollution controls, monitoring ethical supply chains, and expanded training of employees are growing globally revealing interesting results. Stakeholder expectations have also accelerated the need to monetize these initiatives however lack of standardized methodologies and metrics has resulted in confusion within many industries hindering greater progress. Continued progress of corporate responsibility represents a significant emerging opportunity for organizations these new competitive advantages.

Contents

First Semester

1. Defining Corporate Social Responsibility
2. The principles of CSR
3. Stakeholders & the social contract
4. Issues concerning Sustainability
5. Ethics, CSR and Corporate Behaviour
6. Semester Assignment

Second Semester

1. Performance Evaluation and Performance Reporting
2. Globalization and CSR
3. CSR in not for profit organizations
4. CSR and Strategy
5. Corporate Social Responsibility and Leadership
6. Master Thesis

***Semester Assignment:** All Admitted Participants must submit subjectwise assignments based on the Mini Project Report to be prepared by them on a topic related to each of the subject.

***Master Thesis:** All students are required to submit a master thesis at the end of the second Semester.

GRADING AND EVALUATION

Your grade in the course will be determined as follows:

- Semester Examination – 30 Percent
- Written assignments - 20 Percent
- Master Thesis – 20 Percent
- Final paper - 30 Percent

All activities will receive a numerical grade of 0–100. You will receive a score of 0 for any work not submitted. Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are as follows:

A	=	93–100	B–	=	80–82
A–	=	90–92	C+	=	78–79
B+	=	88–89	C	=	73–77
B	=	83–87	F	=	Below 73

To receive credit for the course, you must earn a letter grade of C or higher on the weighted average of all assigned course work (e.g., assignments, discussion postings, projects, etc.). Graduate students must maintain a B average overall to remain in good academic standing.

Carrier in Corporate Social Responsibility

Even though it's only March, graduation season is just around the corner. Before you know it, across the country, hundreds of thousands of individuals will be walking across the stage to receive a scroll that represents four years of hard work. It's the start of a new life and a new career. So what's a graduate to do if he or she is interested in a career in corporate social responsibility (CSR)? Here is some advice that I often offer to newly minted professionals looking to establish themselves in a career in CSR.

First and foremost, the two most important skills for a CSR professional are:

- **Communication.** Knowing how to clearly articulate your own ideas either verbally or in writing is one of the most important and under-valued skill sets. In fact, I believe as our society leans more towards communicating "Twitter-style," in 140 characters or less, the ability to effectively communicate your ideas and those of your department will become an even greater asset to any professional, but especially a CSR professional. Corporates routinely fail to tell their own story effectively. If you know how to write and how to give a presentation, you will have a leg up in your career.
- **Leadership.** In my experience, there are very few large CSR departments out there – even within big companies. If you really want to excel in this field, you need to understand the power dynamics of an organization. Because resources are tight in most companies, you have to learn how to influence people in your organization, often without formal authority such as a fancy title. What do employers look for to see if you've got what it takes to work in CSR? They're looking for employees who can (with fabulous oral and written communication skills) professionally persuade people in other departments to change their behavior. You will need to work with departments such as operations, marketing, legal, and human resources, to name only a few.
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Here are some additional ideas:

- **Get the basics done.** To score a job in nearly any field, you have to cover the basics. Know how to write a cover letter, how to make your resume stand out, and how to interview well. There are plenty of resources online that offer tips on each of these, but it's impossible to overstate how important it is to master the basics during any job search. Companies are bombarded with applications these days and they're looking for reasons to narrow down the large pile of applications as quickly as possible. Don't let simple mistakes undermine your 1 years of effort to get your Diploma.
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- **Check yourself.** If you're looking for a job in corporate social responsibility, you ought to know what CSR means. I can't count how many times people have asked me for advice, only to discover that they think CSR is a synonym for philanthropy. It's not. Yes, philanthropy is a part of a broader effort for companies to look at the

business impact of their business operations. But if you're interviewing with a company that has experience in CSR, you will likely undermine your chances if you're unaware of the many other subjects that make up a full CSR strategy. Know how to define the field before you sit down across the table from the hiring manager.

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- **Be a champion outside of the CSR department.** As I mentioned, most CSR departments aren't heavy on the headcount. Naturally, this means that there are fewer opportunities to work in a company's CSR department than, say, operations or finance. In fact, this is precisely where the opportunities are. For CSR professionals, one of the most useful things to have is a champion in another department – someone who “gets it.” These champions can help by being another voice outside of the “usual suspects” in a CSR department who can advocate for change in their organization. Paradoxically, it's quite possible to have a larger impact on a company adopting CSR if you're outside of a large company's formal CSR department. It just depends on your level of engagement and your ability to influence others (sound familiar?). So when it comes to job seeking, expand your search beyond jobs that have “social responsibility” or “sustainability” in their titles. This is especially important because CSR departments don't have a lot of entry-level positions available. Instead, for example, you could look for a position in a company's supply chain department and get involved in logistics to reduce miles driven, fuel consumption, and carbon emissions.
- **Environment, environment, environment.** When I look into my crystal ball, it's all about the environment. Climate change adaptation, carbon emissions, energy conservation, waste diversion, life-cycle analysis of products – these are all issues that are going to become even more important (it's just a partial list, too). You will stand out among other applicants if you can point to meaningful professional or academic experience related to environmental issues.
- **Get involved.** Let's say that you just need a job, after graduating or before graduation. If you really want to “do” CSR, then take admission in Jawaharlal Nehru Institute of Corporate Social Responsibility (JNICSR) and this will create your track record of involvement in CSR.
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- **As mentioned previously,** you can start by reaching out to your company's CSR department and finding out how you can help. What if your company doesn't have an entire department devoted to CSR? Get involved in other ways, such as by joining and/or taking a leadership role in phenomenal organizations like Net Impact. With chapters across the country, you can really roll up your sleeves. When interviewing, employers will likely see sustained involvement in organizations like Net Impact as a sign that you are truly interested in CSR. In addition, many larger cities are stepping up their interest in social responsibility or sustainability. The City of Jamshedpur Tata Nagar has the TATA Climate Action Plan and offers ways you can get involved as volunteers through two organizations. Delhi, Mumbai, Haryana, Uttar Pradesh, etc etc– just as a few examples – all have plans and programs related to sustainability. So do some research and get involved.

STRATEGIES FOR SUCCESS

First Steps to Success

To succeed in this course, take the following first steps:

- Read carefully the entire Syllabus, making sure that all aspects of the course are clear to you and that you have all the materials required for the course.
- Take the time to read the entire Online Student Handbook. The Handbook answers many questions about how to proceed through the course, how to schedule exams, and how to get the most from your educational experience at Thomas Edison State College.
- Arrange to take your examination(s) by following the instructions in this Syllabus and the Online Student Handbook.
- Familiarize yourself with the learning management systems environment—how to navigate it and what the various course areas contain. If you know what to expect as you navigate the course, you can better pace yourself and complete the work on time.
- If you are not familiar with Web-based learning be sure to review the processes for posting responses online and submitting assignments before class begins.

Study Tips

Consider the following study tips for success:

- To stay on track throughout the course, begin each week by consulting the Course Calendar. The Calendar provides an overview of the course and indicates due dates for submitting assignments, posting discussions, and scheduling and taking examinations.
- Check Announcements regularly for new course information.

ACADEMIC INTEGRITY

JNICSR is committed to maintaining academic quality, excellence, and honesty. The College expects all members of its community to share the commitment to academic integrity, an essential component of a quality academic experience.

Students at Thomas JNICSR are expected to exhibit the highest level of academic citizenship. In particular, students are expected to read and follow all policies, procedures, and program information guidelines contained in publications; pursue their learning goals with honesty and integrity; demonstrate that they are progressing satisfactorily and in a timely fashion by meeting course deadlines and following outlined procedures; observe a code of mutual respect in dealing with mentors, staff, and other students; behave in a manner consistent with the standards and codes of the profession in which they are practicing; keep official records updated regarding changes in name, address, telephone number, or e-mail address; and meet financial obligations in a timely manner. Students not practicing good academic citizenship may be subject to disciplinary action including suspension, dismissal, or financial holds on records.

Academic Dishonesty

JNICSR expects all of its students to approach their education with academic integrity—the pursuit of scholarly activity free from fraud and deception. All Online mentors and administrative staff members at the College insist on strict standards of academic honesty in

course. Academic dishonesty undermines this objective. Academic dishonesty can take the following forms:

- Cheating
- Gaining or providing unauthorized access to examinations or using unauthorized materials during exam administration
- Submitting credentials that are false or altered in any way
- Plagiarizing (including copying and pasting from the Internet without using quotation marks and without acknowledging sources)
- Forgery, fabricating information or citations, or falsifying documents
- Submitting the work of another person in whole or in part as your own (including work obtained through document sharing sites, tutoring schools, term paper companies, or other sources)
- Submitting your own previously used assignments without prior permission from the mentor
- Facilitating acts of dishonesty by others (including making tests, papers, and other course assignments available to other students, either directly or through document sharing sites, tutoring schools, term paper companies, or other sources)
- Tampering with the academic work of other students

Student Support Services

JNICSR offers our students a variety of resources and support to assist in their enjoyment and success while taking online classes. The JNICSR Writing Center, www.JNICSR.com is available all the time to assist students with understanding issues. The Online Tutor Program (OTP) provides tutoring services to JNICSR Students to offer invaluable expertise and first-hand knowledge of the course materials provided by the faculty. OTP tutors can assist students in general study skills and study strategies as well as academic resources. Students can contact the OTP Office by email at JNICSR@JNICSR.com .