Program	BS PR & Advertising	Course Code	PRAD-309	Credit Hours	3
Course Title	SDGS AND CORPORATE SOCIAL RESPONSIBILITY				

Course Introduction
This course explores the principles and practices of Corporate Social Responsibility (CSR) and the role of businesses in achieving the United Nations Sustainable Development Goals (SDGs). It aims to provide students with a comprehensive understanding of how CSR initiatives can be aligned with global sustainability efforts and how public relations and advertising strategies can support and communicate these initiatives effectively.

Learning Outcomes
By the end of this course, students will be able to: 1. Understand the concepts of CSR and the SDGs.   2. Analyze the relationship between CSR and business ethics.   3. Evaluate the impact of CSR on stakeholders and the broader community.   4. Develop strategies for integrating CSR and SDGs into business practices.   5. Communicate CSR initiatives effectively through public relations and advertising.

Course Content		**Assignments/Readings**
Week 1-4	**1. Introduction to CSR and SDGs** 1.1. Overview of Corporate Social Responsibility 1.2. History and evolution of CSR 1.3. Introduction to the United Nations Sustainable Development Goals 1.4. The importance of CSR in contemporary business practices **2. Theoretical Frameworks and Models of CSR** 2.1. Carroll's Pyramid of CSR 2.2. The Triple Bottom Line: People, Planet, Profit 2.3. Stakeholder Theory 2.4. Case studies of successful CSR models **3. Business Ethics and CSR** 1.1. Defining business ethics 1.2. Ethical theories and their application to CSR 1.3. The role of ethics in corporate decision-making 1.4. Ethical dilemmas in CSR	
Week 5-8	**2. The SDGs in Detail** 2.1. In-depth study of each of the 17 SDGs 2.2. The role of businesses in achieving the SDGs 2.3. Examples of companies contributing to the SDGs **3. Stakeholder Engagement and CSR** 3.1. Identifying and analyzing stakeholders 3.2. Strategies for engaging stakeholders in CSR initiatives 3.3. Measuring and reporting CSR outcomes to stakeholders **4. CSR and Corporate Reputation** 4.1. The impact of CSR on corporate reputation 4.2. Building trust through CSR	

	4.3. Case studies of reputation management through CSR	

Week 9-12	**5. CSR Communication Strategies**
	  5.1. Principles of effective CSR communication
	  5.2. The role of public relations in CSR
	  5.3. Developing CSR communication plans
	  5.4. Case studies of successful CSR communication campaigns
	6. Advertising and CSR
	  6.1. Integrating CSR into advertising campaigns
	  6.2. The ethics of CSR advertising
	  6.3. Examples of CSR-focused advertising campaigns
	7. Measuring and Evaluating CSR Impact
	  7.1. Tools and metrics for evaluating CSR initiatives
	  7.2. Social return on investment (SROI)
	  7.3. Reporting CSR outcomes: GRI Standards and other frameworks	

Week 13-16	**8. CSR in Different Sectors**
	  8.1. CSR practices in various industries (e.g., tech, finance, manufacturing)
	  8.2. Sector-specific challenges and opportunities
	  8.3. Case studies of CSR in different sectors
	9. Global Perspectives on CSR
	  9.1. Comparative analysis of CSR practices in different countries
	  9.2. The role of international organizations in promoting CSR
	  9.3. Global trends in CSR and sustainability
	10. CSR and Crisis Management
	  10.1. The role of CSR in crisis prevention and response
	  10.2. Case studies of CSR in crisis situations
	  10.3. Developing crisis management plans incorporating CSR
	11. Future Trends in CSR and SDGs
	  11.1. Emerging trends in CSR and sustainability
	  11.2. The future of the SDGs post-2030
	  11.3. The role of technology in advancing CSR initiatives	

Textbooks and Reading Material

1. Corporate Social Responsibility: A Global Perspective (2024) Muddassar Sarfraz and Kashif Iqbal
2. Corporate Social Responsibility: A Very Short Introduction (2014) by Jeremy Moon
3. The Triple Bottom Line: Does It All Add Up? edited (2004) by Adrian Henriques and Julie Richardson
4. Corporate Social Responsibility (2019) by Michael Blowfield and Alan Murray
5. United Nations Global Compact and SDG websites: The 17 Goals https://sdgs.un.org/goals
6. A Theoretical Review of whether Corporate Social Responsibility (CSR) Complement Sustainable Development Goals (SDGs) Needs (2022) by Vikrant Kulkarni, Ashish Aggarwal in Scientific Research
7. A Guide to Sustainable Corporate Responsibility: From Theory to Action (2022) By Caroline D.

	Ditlev-Simonsen
8.	Corporate Social Responsibility and Sustainable Development Strategies, Practices and Business Models (Edited) (2021) By Jitendra K. Das, Shallini Taneja, Hitesh Arora

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment			
Sr. No.	**Elements**	**Weightage**	**Details**
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.