

This Text Book is useful for Savitribai Phule Pune University and other Universities as well as Competitive Exams.

# **Management of Corporate Social Responsibility**

**(GC - 504)**  
**T.Y. B.B.A. (Sem. - V)**

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**2021**

**Price : 125/-**



**SUCCESS PUBLICATIONS**

*Published by*  
**Dr. Rajesh M. Patne**  
**Success Publications**

Radha Krishna Apartment, 535, Shaniwar Peth,  
Appa Balwant Chowk, Opp. Prabhat Talkies, Pune - 411 030.  
Ph. 24434662. Mobile: 9325315464.



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With the Publisher



*Printed at*

**Success Publications**

S.No. 30/27, Laxmi Industrial Estate,  
Near Prabhat News Paper, Dhayari, Pune-41.



*Edition*

2021



*Edited By*

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*Cover Designing*

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**ISBN NO : 978-93-24457-50-1**

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# Preface

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*It is a matter of great pleasure for us to present this book to our esteemed readers. This book has been designed as standard text on 'Management of Corporate Social Responsibility (GC-504) for T.Y.B.B.A.(Sem. - V).*

*This book comprehensively covers the entire syllabus of T.Y.B.B.A. (Management of Corporate Social Responsibility (GC-504)) Course of Savitribai Phule Pune University effective from 2021 onwards. It has been written to meet the requirements of students of T.Y.B.B. A. Some of the special features of the book are as follows:*

- 1. Full coverage of the revised syllabus of T.Y.B.B.A. (Management of Corporate Social Responsibility).*
- 2. Chapter outline at the beginning of each chapter to give a bird's eye view of the topics covered in the chapter.*
- 3. Point wise explanation of each topic in the chapter.*
- 4. Topics are logically arranged in numbered paragraphs exactly according to the modified syllabus.*
- 5. Proposed questions at the end of each chapter.*
- 6. Extensive use of diagrams, tables and various forms to give visual view of key concepts and techniques.*
- 7. Conversational, lucid and simple language.*

*Every effort has been made to provide the readers with most up-to-date and authentic material on the subject.*

*We are very grateful to our publisher Mrs. and Mr. Rajesh Patne who have rendered all possible assistance in bringing out this book. We wish to acknowledge our deep gratitude to staff that has assisted and helped us in preparing this book. We will consider our efforts amply rewarded in case the book proves useful to the students and teachers of the subject.*

*Suggestions of readers are welcome and shall be acknowledged with gratitude.*

*With best wishes.*

*By Authors*

# Syllabus

T.Y.B.B.A. (Sem. - V)

Management of Corporate Social Responsibility (GC- 504)

Unit	Topic
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2	<b>Modules of Corporate Social Responsibility :</b> 2.1 Models of CSR- Trusteeship, Stakeholders, 2.2 Ethical Model, Statist Model, Liberal Model 2.3 International Framework of CSR 2.4 Sustainable Development Goals
3	<b>CSR-Legislation in India and the World :</b> 3.1 Section 135 of Companies Act, 3.2 Scope of CSR Activities under Schedule VII, 3.3 Appointment of Independent Directors on Board 3.4 Computation of Net Profit's implementation in India
4	<b>Identifying key stakeholders and their Roles and recent trends and opportunities in CSR :</b> 4.1 Role of Public Sector in Corporate, Government programmes that encourage voluntary responsible action of corporate 4.2 Role of Non-profit & Local Self-Governance in implementing CSR 4.3 CSR as. Strategic Tool for Sustainability and Challenges 4.4 Case Studies CSR initiatives

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