

# Corporate Social Responsibility and Sustainability



Acharya Vishnu Gupt  
**Subharti College of Management & Commerce**  
Website: management@subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058039, 2439067  
A constituent college of



**SWAMI VIVEKANAND SUBHARTI UNIVERSITY**

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)

Ref. No.: SVSU/AVGSCMC/2016/

Date: 29/04/2017

## Notice

**Subject: Commencement of Value Added Course for Even Semester of session 2016-17 from 01-05-2017.**

All the students of MBA, BBA, B.Com, B.Com(H) & M.Com are, herewith, informed that for making the students aware about the industry oriented program, Value added courses are going to be started from 01-05-2017.

Student, who have been registered in the course, are advised to attend their classes as per the schedule.

Kindly contact to your concerned VAC faculty for further queries.

The list of Value Added courses, which would be running, is given below:

S. No.	Name of the value-added courses	Course Code	Program	Year	Faculty	No. of Registered Students	Date	Total No. of Hours	Room No.
1	Public Relations and Corporate Communications	VACP-1606	MBA	2016-17	Prof.(Dr.) Balwinder N Bedi	35	01-08 May, 2017	30	LT-01
2	Enterprise Resource Planning	VACP-1607	BBA	2016-17	Dr. Pushpender Verma	26	01-08 May, 2017	30	LT-02
3	Corporate Social Responsibility and Sustainability	VACP-1608	MBA	2016-17	Dr. Padma Misra	34	11-13 May, 2017	30	LT-01
4	Rural Financial Institutions	VACP-1609	B. COM.	2016-17	Ms. Preeti Verma	23	01-08 May, 2017	30	LT-02

  
Principal

AVGSCMC PRINCIPAL

Acharya Vishnu Gupt

Subharti Institute of Management & Commerce

1. Students
2. Class Coordinators
3. VAC Faculty
4. Office File

  
Registrar  
Swami Vivekanand  
Subharti University  
MEERUT



**ACHARYA VISHNU GUPT**  
**SUBHARTI INSTITUTE OF MANAGEMENT & COMMERCE**

[College established in 2007 & Approved by AICTE]  
Ph: 0121-3058031/32 Fax: 0121-2439067 E-mail: subharti.management@gmail.com, Web: www.simitsubharti.org

**SWAMI VIVEKANAND SUBHARTI UNIVERSITY**

[Established under UP Govt. Act No. 29 of 2008 and approved under section 2(f) of UGC Act 1956]  
E-mail: subharti.uni@gmail.com, eb: www.subharti.org

**Acharya Vishnu Gupt Subharti College of Management and Commerce**

**Course Contents**

**Corporate Social Responsibility and Sustainability**

**VACP-1608**  
**Session: 2016-17**

**Total 30 Hours**

The meaning and importance of Corporate Social Responsibility-

(1) Evolution of CSR (2) Primaries of CSR (3) CSR and law of e economics (4) CSR and social legitimacy (5) CSR Expectations in rich and poor societies.

- (1) The evolving role of stakeholders
- (2) The iron role of social responsibility
- (3) Moral and economic arguments for CSR

2 The Role of stakeholders in CSR

- (1) Stakeholders advocacy
- (2) The role of business in society
- (3) Consumers awareness and willingness to pay for socially responsible corporate behavior

- (1) Globalization and CSR
- (2) Different stakeholder's different perspective
- (3) Success and failure with CSR initiatives
- (4) Corporate response to citizen demands via CSR
- (5) The five stages of organizational growth with CSR

3 The strategic importance of CSR implementation-

- (1) CSR a balance between organizational means and end
- (2) The strategic lens, vision, mission strategy and tactics
- (3) Environmental and other global forces propelling CSR
- (4) Impact of globalization and communication technologies
  - (1) The strategic CSR model
  - (2) The business level CSR threshold
  - (3) Implementing CSR
  - (4) CSR as a competitive advantage

*Dr. padma mishra*  
**Faculty Name and Signature**

*[Signature]*  
**Registrar**  
**Swami Vivekanand**  
**Subharti University**  
**MEERUT**



Acharya Vishnu Gupta

## Subharti Institute of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 242

A constituent college of

### SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



## Report

on

Value Added Course

Session: 2016-17

Program: MBA

Date: 11-18 May, 2017

Course Name: Corporate Social Responsibility and Sustainability

Course Code: VACP-1608


No. of Students Enrolled in the Course in the year: 34

Resource Person: Dr. Padma Misra

**Objective of Value Added Course:** The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

**Outcome of Value Added Course:** Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



Faculty Signature 

  
Registrar  
Swami Vivekanand  
Subharti University  
MEERUT

PRINCIPAL 

Acharya Vishnu Gupta  
Subharti Institute of Management & Commerce  
S.V.S.U., MEERUT

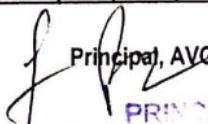


Acharya Vishnu Gupt Subharti College of Management and Commerce

Attendance Record of students enrolled in Value Added Course of Even Semester (2016-17)

Session: 2016-17		Program: MBA	Year: II						
Course: Corporate Social Responsibility and Sustainability			Course Code: VACP-1608						
No. of Students Enrolled in the Course in the year: 34			Faculty Coordinator: Dr. Padma Misra						
Program Date: 11-18 May, 2017			11/5/17	12/5/17	13/5/17	15/5/17	16/5/17	17/5/17	18/5/17
Sl no.	Student Unique Enrolment ID	Name of the student							
1	1607020001668	Abhash Kumar	P	A	P	P	P	P	P
2	1607020001669	ABHIMANYU SINGH	P	P	P	A	P	P	P
3	1607020001670	ABHISHEK KAUSHIK	P	P	A	P	P	P	P
4	1607020001681	JAVED ALAM	A	P	A	P	P	P	P
5	1607020001682	JOYSON RONGMEI	P	P	P	P	A	P	A
6	1607020001683	KAJAL BHARDWAJ	P	P	P	P	P	P	P
7	1607020001684	KHUSHBOO MANDAL	P	P	P	P	P	P	P
8	1607020001693	MEGHA	P	P	P	P	P	P	P
9	1607020001694	MOHD TABISH	P	P	P	P	P	P	P
10	1607020001695	MOHIT KUMAR SAXENA	P	A	P	P	P	P	P
11	1607020001698	NIKITA SINGH	P	P	P	P	P	P	P
12	1607020001709	SHUBHAM TOMAR	P	P	P	P	P	P	P
13	1607020001714	VINIT KUMAR	P	P	P	P	P	P	P
14	1607020001719	YASHDEEP KUMAR SAURANA	P	A	P	P	P	P	P
15	1507020000536	AMAN	P	P	P	A	P	P	P
16	1507020000543	MR. RAHIL SHARMA	P	P	P	P	P	P	P
17	1507020000544	MR. SUMIT KUMAR	P	P	P	P	P	A	P
18	1507020000547	MS. KAJAL DHAKA	P	P	A	P	P	P	P
19	1507020000552	MS. KHYATI RATHEE	P	P	P	P	P	P	P
20	1507020000555	MS. PALLAVI KUMARI	P	P	P	P	P	P	P
21	1507020000530	NITIKA GUPTA	A	P	P	P	P	P	P
22	1507020000559	RAGHAV BHARDWAJ	P	P	P	A	P	P	P
23	1507020000531	SADHANA RAY	P	P	P	A	P	P	P
24	1507020000549	MOHD. FAISAL	P	P	P	P	P	P	P
25	1507020002418	MAYANK GUPTA	P	A	P	P	P	P	P
26	1507020003553	ABRAAM STEPHEN	P	A	P	P	P	P	P
27	1507020003554	INDERJIT PRASAD	P	A	P	P	P	P	P
28	1507020003555	MHOMMED YASEEN	A	P	P	P	P	P	P
29	1507020000527	KRITI SHARMA	P	P	P	P	P	P	P
30	1507020000548	MS. MANSI TYAGI	P	P	P	P	P	P	P
31	1507020000551	MS. NOOR JAHAN	A	P	P	P	P	P	P
32	1507020000535	PRATIMA	P	P	P	P	P	P	P
33	1507020000534	ROHIT SINGH	P	A	P	P	P	A	P
34	1507020000528	SHIPRA DHIMAN	P	P	P	P	P	P	P
35	1507020001933	ANUP AVASTHI	P	P	P	P	P	P	P

Faculty Signature 

Principal, AVGSCMC  
  
**PRINCIPAL**  
 Acharya Vishnu Gupt  
 Subharti Institute of Management & Commerce  
 S.V.S.U. MEERUT



# Swami Vivekanand Subharti University



## Certificate

Session 2016-17

Ms./Mr. Abhimanyu Singh has Successfully Completed  
the 30 hour Value Added Course

on  
Corporate Social Responsibility and Sustainability  
Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

Course Coordinator

Dr. Padma Mishra

Head of Institution

  
Registrar  
Swami Vivekanand  
Subharti University  
MEERUT



# Swami Vivekanand Subharti University



## Certificate

Session 2016-17

Ms./Mr. Khushboo Mandal has Successfully Completed  
the 30 hour Value Added Course

on  
Corporate Social Responsibility and Sustainability  
Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

Course Coordinator

Dr. Padma Mishra

Head of Institution