## SWS 504 MANAGEMENT CONCEPTS AND CORPORATE SOCIAL RESPONSIBILITIES

## PROGRAMME OUTCOME

### Course specific Objectives:

- Develop an understanding about individual behavior interpersonal behavior and group dynamics within the organization.
- To Gain knowledge in manageing human behavior in organizations.
- To develop a better understanding of the "self" and professional behaviour in relation to others.
- To develop understanding about CSR/social responsibility of managers and its various dimensions in an industrial organization.

## Course Content:

### UNIT-I

**Management:** Concept ,meaning, definition, characteristics, importance and scope, process of management, management as an art as well as science, management as profession, roles, skills, qualities and problems of a manager

### UNIT-II

**Evolution of Management Thought:** Classical Theory: Scientific Management (F.W.Taylor), Administrative Management (Henri Fayol), Bureaucratic Theory (Max Weber);

Neo- Classical Theory: Human Relations Approach (Elton Mayo), Behavioural Approach (Chris Argris, Douglas McGregor, M P Follet, Abraham Maslow)

New Management theory: System Approach (open/closed/synergy/entropy), Management Science Approach, Contingency Approach.

### UNIT-III

**Functions of Management:** Planning and forecasting: meaning, nature, importance, steps and types, organizing: meaning and importance, staffing: meaning and importance, directing: meaning and factors (leadership, communication, motivation and supervision) and importance, coordinating: meaning, nature, types, techniques and importance, controlling: meaning, steps, types, areas, benefits, and essentials of effective control system, recording and reporting: meaning types and importance, budgeting: meaning, types and importance, decision making: meaning, process, and guidelines for effective decision making.

### UNIT-IV

**Corporate Social Responsibility** – Meaning, definition and scope of CSR – Evolution of CSR – a moral argument for CSR – a rational argument for CSR – an economic argument for CSR - strategic context of CSR – Carroll's Model of CSR (Pyramid of CSR) – Globalization and CSR

### UNIT- V

**Designing a CSR policy** – Factors influencing CSR policy – Manageing CSR in an organization- Tools of CSR – Business Benefits of CSR- Role of HR Professionals in CSR.
Implementing CSR – CSR in the marketplace – CSR in the workplace – CSR in the community

**Reference:**

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Chopra. S 1989: Management of Human Resources V.K Publishing House

Harnold Kootz & Heiz Wehrich 1998: Essentials of Management , Tata McGraw Hill

Mabey C & Sealama G 1995: Strategic Human Resource Management , Oxford ;    Blackbell

Monappa Arun & Saiyadain Mirza. S: Personnel Management , Tata Mc Graw Hill Publishing Company Ltd

Benn & Bolton, (2011).        Key concepts in corporate social responsibility. Australia: Sage Publications Ltd.

Bradshaw, T. and D. Vogel. (1981).  Corporations and their critics: Issues and answers to the problems of corporate social responsibility. New York: McGraw Hill Book Company

Brummer, J.J. (1991).        Corporate Responsibility and Legitimacy: An interdisciplinary analysis. Westport, CT: Greenwood Press.