



A STUDY ON CSR IN MANAGEMENT EDUCATION: SPECIAL REFERENCE TO SELECTED B- SCHOOL IN INDIA

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Abstract

The root of any business lies in its core value system. Today company came out of traditional techniques, and industry is studied in the mainstream of formal education as other subjects and practiced. Hence it becomes easy to bring a sense of Corporate Social Responsibilities among people in business by including proper syllabus and practice. The present paper focuses on possible ways to inculcate values of Corporate Social Responsibilities among students of Business schools and its importance.

Keywords: CSR, Sustainability, Philanthropic Approach, Stakeholders.



INTRODUCTION

Business is an important institution in society. It supplies goods and services, creates employment opportunities, offers a better quality of life, and contributes to economic growth. Business depends on the community for the input needs like money, men, and skills; it also depends on society for the market where products may be sold to their buyers. Thus, business depends on the community for existence, sustenance, and encouragement. The business has definite responsibility towards society; corporate social responsibility is understood as the obligation of decision-makers to take actions that protect and improve society's welfare as a whole and their interest.

The root of any business lies in its core value system. Its philosophy value education is essential at every point of life, " Vedas say: "Speak the truth; fulfill your duties, never lax in self-study ."The central task of value-based education is to develop men of goodwill who do not cheat, steal, or kill; universal individuals who value as one both self and humanity.

B-schools can significantly promote values; facilities specialize in teaching material relevant to business or business services. The role of business schools and other higher education institutions becomes crucial as the student passing out there is expected to assume significant responsibilities in the corporate world. The primary purpose of the B-school is to educate the students, train and help them to be successful leaders; the teacher should not transmit the knowledge from the book, but to impart training and learning to effect changes in (ASK), i.e., Attitude, skills, and learning.

LITERATURE REVIEW

Christina Keiner (2008), "CSR, as a definitional construct, aims at illustrating the connection between business and the larger society around it, and at redefining the role and obligations of private firms with that society, if deemed necessary."

Corporate Social Responsibility defines,

Corporate social responsibility defined by the world business council for sustainable development defines Corporate Social Responsibility (CSR) as " The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large."

Responsibility of Business schools in ethical training managers

The master of business administration is a postgraduate degree awarded to students who have mastered business; the MBA degree is thought to be one of the world's most prestigious and sought-after degrees. Students of MBA programs study the theory and application of business and management principles which equip them with the knowledge that can apply o various



real-world business situations. Today's role of the manager is most important in business decision-making. In business, a good manager is not the only one who can ensure the smooth functioning of an organization, but also one who continually adds value through innovation and perceives challenges, and uses their critical thinking skills to solve long-term problems.

A business school that influences managerial and administrative practices by creating new frontiers of knowledge and developing entrepreneurial and socially sensitive leader managers committed to excellence and ethical standards.

Over six years ago, Charles Gragg, one of the originators of case teaching at Harvard Business School, stated: "Education in the professions should prepare students for action Nevertheless." maintaining a relationship between the academy and employment is a difficult task. However, it is undisputed that management education should be responsive to corporate demand.

In this situation, the role of the institute should be to enhance students' knowledge skills, attitudes and abilities and at the same time empower them as lifelong critical, reflective learners. It is necessary among management practices. Management has progressively paid more attention to the relevance of ethics and values in business and how they can be incorporated into the learning process of potential and practicing managers and formally introduce a moral and ethical value system as an integral element of the teaching pedagogy unique.

The Quality of management education is about the whole education environment, its global exposure, and its impact on economic and social growth. To make its presence felt, a B-school has to compete in an international business scenario and should have the capacity to produce competent global managers and achieve this. A B-school needs to develop holistically in research and innovation, faculty, quality, physical and academic infrastructure advance technical exposure, Quality of students admitted, admission procedure, placement, networking, Etc.

One of the best examples of Harvard Business School:

Some of the facilities can boast the B-School with CSR.

1. Provision of Infrastructure such as hostel, library Etc.,.
2. Focus on admissions, i.e., the process of filtering students.
3. Colleges also do their skills to impart education with good faculty and more premium employers with experience.
4. Research and publication: Quality of research work directly impacts business schools' educational content.
5. Student's involvement and contribution towards research.
6. Industry interface and network.
7. Faculty role engagement and development.
8. Student development activity.
9. Social Responsibility.



10. Management and faculty development program.

Corporate Social Responsibility practices by Business School

CSR is a sense of "Giving back to society." Business schools have taken it upon themselves as a "mission" to prepare future managers to live up to the social focus in the industry. Following are some Business schools that are involved in CSR activities.

I. Xavier Institution of Management and Entrepreneurship(XIME), Bangalore

- XIME has a particular course in each of 4 terms called contemporary Business Environment. This course is more of a seminar-type, and students undertake research in the current socio-economic systems in India and compare these with those abroad. They study and report on all social, health, agriculture, and infrastructure sectors.
- There is an active students club called 'XSEED' engaged in social development/community service activities.

Institute of Management Nirma University, Ahmedabad

All the first-year students must do a 6-months live project on the social sector. The institution has adopted a school, and students of Nirma are involved in teaching. Students are involved in educating and coaching people working in college canteens. These workers are also getting coached for appearing in Railway exams to improve their livelihood.

National Institution of Industrial Engineering (NITIE), Mumbai

NITIE pioneered the Post Graduate Diploma in Industrial Safety and Environmental Management (PGDM) in 2001 for introducing a systematic approach for evaluating the environmental, social, and economic impacts.

The Rotaract Club at NITIE is a forum that organizes socially-relevant activities around the year.

Female Hygiene Awareness program in association with Johnson and Johnson and the Green Aid Sessions to raise awareness about environment conservation has been taken up.

National Institution of Management Studies(JIMS), Rohini, Delhi

Under the aegis of Jagannath Gupta Memorial Educational Society, JIMS announced the setting up of Karmaarth- a non-governmental charitable organization- to enhance employability among the underprivileged youth of the Indian society.

The institute has also set up ABHYUTHHAN as a "Corporate Social Responsibility" club.

Kuala Lumpur, and Dallas, USA).

T. A. Pai Management Institute (TAPMI), Manipal

Associate program with a Non-Government Organization where a student associates himself with the working and functions of the organization.

Symbiosis Institute of International Business (SIIB), Pune.

Many of the courses conducted through the MBA energy and environment have a strong focus on the triple bottom line concept wherein integration of social, economic, and environmental performance of an industry is studied in an integrated manner.



II. Eastern institute for integrated Learning in Management (EIILM), Kolkata

- EIILM has undertaken many research projects in different fields of Social Sciences. A significant study on the Quality of life of West Bengal's rural citizens in collaboration with the "Resurgent Bengal committee" was initiated by EIILM and the Bengal Chamber of Commerce.
- Another study had been conducted and submitted the report on the status of the child labor of Hooghly district of West Bengal under the National Child Labour Project (NCLP), which UNESCO funds.
- EIILM has promoted a charitable trust, "Towards Life foundation India" that has dedicated itself to enabling the disadvantaged community of pavement dwellers to initiate and sustain social and economic empowerment and ensure social justice. EIILM also imparts management education to meritorious orphan and tribal students.

IX. IBS Business School Mumbai

- NGO Race - NGOs are invited to put up a stall of their handicrafts and other products. The returns from the kiosk are contributed to the development of the underprivileged and destitute women.
- The proposed rural immersion in the industry involves visits around the city to understand first-hand the problems of the underprivileged sectors and devising ideas to help them stand on their own feet.
- IBS Mumbai participates in the "Leaders of Tomorrow" program. The students can visit the adopted school of the underprivileged and regularly teach there.
- 125 students of IBS Mumbai visited various NGOs as part of their Group Social Sensitization assignment in Semester One. They visited NGOs for drug rehabilitation, nursing homes, orphanages, and rehabilitation centers for sex workers.
- performed Street Plays and Flash mobs in the neighboring slums to create awareness and urge people to join the camp. Parivartan inaugurated the sixth batch of the students to be trained under The 'Leaders of Tomorrow program' in July 2012. The program includes life skills such as public speaking, reading, analytical skills, time management, goal-setting, manners, self-esteem, Etc.

X. XLRI Jamshedpur, Jharkhand

- SIGMA (Social Initiative Group for Managerial Assistance) -the student-driven group which undertakes socially-relevant programs regularly.
- Adoption of villages and other community support work.
- National Conference on Social Entrepreneurship, inclusive Finance workshop.

CONCLUSION

In the present era, Globalization and liberalization are the buzzwords. In this age of the globalized world, the concept of CSR cannot be ignored. By keeping in mind the changing market scenario, Management schools have to change their courses according to the market



demands. Factor analysis of students' views about introducing CSR in curricula for enhancing development and sustainability highlighted that B- schools have to introduce CSR as a subject in the management curricula to keep pace with the changing business world. Compared to global standards, Indian Management Education has to focus on different values and concerns of CSR practices strictly. Once again, this might reflect a business education, which integrates a concern for ethical behavior and philanthropic endeavors with one's managerial responsibilities. This issue is likely to gain increased attention from educators and practitioners of Management Education in the coming years.

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