CP-CSR 03: Innovative CSR Programme Design

Max.Marks:100
External:70
Internal:30
Pass:40 %
credits:6

Course Objectives

This course introduces participants to the fundamental concepts of innovation and their application in organizational and social contexts. Participants will be exposed to various innovation typologies, including product, process, system, and technological innovations. The course emphasizes understanding key innovation concepts and frameworks and applying this knowledge to the design and development of effective Corporate Social Responsibility (CSR) programmes.

Course Outcomes

Upon successful completion of the course, participants will be able to:

CO1: Introduce fundamental concepts of innovation and their application in organizational and social contexts

C02: Explain the innovation process and distinguish between different types of innovation.

CO3: Analyze various innovation typologies, including product, process, system, and technological innovations.

CO4: Assess the role of technological innovation in addressing organizational and societal challenges, particularly in the design of CSR programmes.

Section A

Unit 1 – Introduction to Innovation and CSR

Concept and meaning of innovation, Evolution of innovation theories, Innovation vs. invention, Innovation lifecycle and stages, Linkages between innovation and Corporate Social Responsibility, Role of innovation in sustainable development and social impact.

Unit 2 – Typologies of Innovation

Product innovation, Process innovation, System innovation, Organizational and managerial innovation, Incremental vs. radical innovation, Disruptive innovation and its implications for CSR.

Unit 3 – Technological Innovation and Social Transformation

Nature and characteristics of technological innovation, Digital transformation and emerging technologies (AI, IoT, Blockchain, Green Technologies), Technology adoption models, Role of technological innovation in addressing societal challenges, Technology-driven CSR initiatives.

Section B

Unit 4 – Innovation Frameworks and Models

Linear and interactive models of innovation, Open innovation and collaborative innovation, Design thinking and human-centered innovation, social innovation models, Innovation ecosystems and stakeholder engagement.

Unit 5 – Designing Innovative CSR Programmes

Needs assessment and problem identification, Ideation and prototype development, Impact-oriented CSR strategy formulation, Monitoring and evaluation of innovative CSR programmes, Scaling and sustainability of CSR innovations.

Unit 6 – Contemporary Issues and Case Studies

Innovation in CSR across sectors (health, education, environment, livelihoods), Impact measurement and social return on investment (SROI), Ethical considerations in technological innovation, Case studies of innovative CSR best practices (national and global).

Suggested Readings

• Christensen, C. *The Innovator's Dilemma*. Harvard Business School Press.

• Drucker, P. F. *Innovation and Entrepreneurship*. Harper & Row.

• Chesbrough, H. *Open Innovation: The New Imperative for Creating and Profiting from Technology*. Harvard Business School Press.

• Mulgan, G. *Social Innovation: What It Is, Why It Matters, How It Can Be Accelerated*.

• OECD. *Innovation Strategy Reports*.
• Porter, M. & Kramer, M. "Creating Shared Value." *Harvard Business Review*.
• Tidd, J., & Bessant, J. *Managing Innovation: Integrating Technological, Market and Organizational Change*.
• United Nations Global Compact Reports on CSR and Innovation.

Instructions for the paper setter/examiner:

1. The syllabus prescribed should be strictly adhered to.
2. Question Paper will have 70 Multiple Choice questions (MCQs) and four choices of answers will be there covering the entire syllabus. Each question will carry1mark. All questions will be compulsory; hence candidates will attempt all the questions.
3. Paper-setters/Examiners are requested to distribute the questions from section A and Section B of the syllabus equally i.e., 35 questions from section A and 35 questions from Section B.
4. The examiner shall give clear instructions to the candidates to attempt questions.
5. The duration of each paper will be two hours.

Instructions for the students

The question paper shall consist of 70 Multiple Choice questions. All questions will be compulsory and each question will carry 1 mark. There will be no negative marking. Students are required to answering OMR (Optimal Mark Recognition) sheets.