LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	PRDC07
Subject Title	**:**	Corporate Social Responsibility & Community Relations
Subject Specification	**:**	For students in Public Relations & Digital Communication Major

Subject Overview **:** A PR Practitioners need to understand and be able to deal with and invented the tools of Corporate Social Responsibility in a modern business environment. Because Corporate Social Responsibility is one of the key aspect a domestic or multinational corporation and is actually specified by Indonesian law (Otoritas Jasa Keuangan) for limited liability companies.

Course Objectives **:**

1. Have a new framework for understanding about CSR Concepts and Theories
2. Understand about key theories and frameworks that underpin CSR, such as stakeholder theory, triple bottom line, and shared value approach.
3. Have a strong ability to identify key stakeholders affected by corporate activities, including employees, customers, suppliers, communities, and civil society organizations.
4. Gain practical skills in developing CSR strategies and action plans tailored to organizational goals, stakeholder needs, and societal expectations.

Course Method **:** interactive lectures, problem-solving discussions, case small group discussions, class presentation.

Learning Outcome (Competence) **:**

- Knowledge : Understand potential impact of business activities on communities, economies, and the environment.
- Skill : Able to developing CSR strategies and action plans tailored to organizational goals, stakeholder needs, and societal expectations.
- Attitude : Able to managing ethical dilemmas, conflicts of interest, and cultural sensitivities in international CSR efforts.

Course content :

Week	Topic
1	Introduction to Corporate Social Responsibility
2	Theories and concepts around CSR
3	Scope of CSR, the benefits of CSR, and some of the best CSR cases.
4	Sustainable Development Goals
5	Analyze problems and make appropriate decisions based on the circumstances
6	Discusses various challenges in implementing CSR and various common mistakes in CSR.
7	Stakeholders, stakeholder expectations, and how to communicate CSR to them.
8	**Mid Term Examination**
9	Discusses the framework of CSR and the role of PR in implementing CSR.
10	Triple Bottom Line of CSR (People, Profit, Planet) and important activities (major initiatives) in CSR.
11	CSR Communication Tools, Corporate Image Advertising, and New Generation CSR.
12	CSR reporting, CSR regulations in Indonesia, and CSR certification for companies.
13	Make wise and reasoned decisions in the context of CSR program design and public relations science.
14	CSR program planning stages as preparation for the final project by students
15	Sustainable living, sustainable models and sustainable habits.
16	**Final Examination**

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Corporate Social Responsibility	a. Introduction b. Discussing the basic understanding of CSR c. The development of CSR from time to time d. The latest CSR concepts.	1. Lecturer's presentation 2. Question and answer 3. Class Discussion
2	Theories and concepts around CSR	a Studying Community Relations, b The importance of Community Relations c Community Relations in PR, d Differences between traditional and modern Community Relations	1. Lecturer's presentation 2. Question and answer
3	Scope of CSR, the benefits of CSR	a Scope of CSR b Benefits of CSR c Some of the best CSR cases.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case study
4	Sustainability Development Goals in CSR	a. Meaning, goals and objectives, as well as the points in the SDGs.	1. Lecturer's presentation 2. Case Study 3. Assignment
5	Analyze problems and make appropriate decisions based on the circumstances	a. Problem Analysis in CSR b. Decision-Making Framework c. Decision-Making Process d. Case Study	1. Lecturer's presentation 2. Class discussion 3. Question and answer

			4. Case Study
6	Discusses various challenges in implementing CSR and various common mistakes in CSR.	a. Challenges in Implementing CSR b. Common Mistakes in CSR c. Case Studies and Examples	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Stakeholders, stakeholder expectations, and how to communicate CSR to them.	a. Understanding Stakeholders and Their Expectations b. Mapping Stakeholder Expectations c. Analyzing Stakeholder Power and Influence d. Effective Communication Strategies for CSR	2. Lecturer's presentation 3. Class Discussion 4. Question and answer 5. Practice
8	**Mid Term Test**		
9	Framework of CSR and the role of PR in implementing CSR.	a Framework of CSR b Role of PR in Implementing CSR c Integrating PR Strategies into CSR Initiatives	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Triple Bottom Line of CSR (People, Profit, Planet) and important activities (major initiatives) in CSR.	a Triple Bottom Line (TBL) of CSR b Important Activities (Major Initiatives) in CSR c Case Studies and Examples	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	CSR Communication Tools, Corporate Image Advertising, and New Generation CSR.	a. CSR Communication Tools b. Corporate Image Advertising c. New Generation CSR	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	CSR reporting, CSR regulations in Indonesia, and CSR certification for companies.	a. CSR Report b. CSR regulations c. CSR Certification	1. Lecturer's presentation 2. Class discussion 3. Practice
13	Make wise and reasoned decisions in the context of CSR program design and public relations science.	a. Understanding the Context of CSR Program Design b. Utilizing Public Relations Science in CSR Decision-Making	1. Lecturer's presentation 2. Class discussion 3. Question and answer

		c. Principles of Wise and Reasoned Decision-Making in CSR	
14	CSR program planning stages as preparation for the final project by students	a. Importance of CSR Program Planning b. Overview of CSR Program Planning Stages	2. Lecturer's presentation 3. Class discussion 4. Assignment
15	Sustainable living, sustainable models and sustainable habits.	a. Definition of Sustainable Living and Its Importance b. Overview of Sustainable Models and Practices c. Significance of Adopting Sustainable Habits for Individuals and Communities	1. Lecturer's presentation 2. Class discussion 3. Case study
16	**Final Examination**		

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project or Group Presentation

References **:**

1. Kotler and Lee. (2008). Corporate Social Responsibility. Doing the Most Good for Your Company and Your Cause. Wiley.
2. Iriantara, Y. (2019). Community Relations : Konsep dan Aplikasinya. Simbiosa Rekatama Media
3. Camilleri, M. A. (2017). Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies. Springer.
4. Solihin, I. (2011). Corporate social responsibility: from charity to sustainability. Penerbit Salemba Empat.

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