



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc), 1st Semester
Branch: Sales and Marketing
Subject Name: Vocational Practical-1
Subject Code: 1112205

**With effective
from academic
year 2021-2022**

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
-	-	2	2	-	-	30	20	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Hrs.
1	Introduction to Corporate Social Responsibility	5
2	Government norms for Corporate Social Responsibility	5
3	Social Responsibility of Business towards different Groups (Stakeholders) viz. ✓ Employees ✓ Customers ✓ Suppliers ✓ Financiers ✓ Investors ✓ Government ✓ General Public etc.	15
	Total	25

Course Outcomes:

After learning the course the students should be able to:

1. Understand importance of Corporate Social Responsibility for sustainable development.
2. Learn applicability and benefits of Corporate Social Responsibility.
3. Explore opportunity for being socially responsive by considering holistic approach.