

# **INCLUSION OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES AS A PART OF CURRICULUM @ INDIRA SCHOOL OF BUSINESS STUDIES, INDIA AND ITS IMPACT OVER THE AWARENESS & SENSE OF RESPONSIBILITY OF STUDENTS TOWARDS COMMUNITY**

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## **ABSTRACT**

India is known for its great learning culture. From the ancient Guru-Shishya Parampara (Tradition) to the modern outcome based learning, Indian education industry always strives to encompass the value based learning methodology and as far as management education is concerned, it is crucial for the institutions to provide practical application of conceptual knowledge to the aspiring young minds to make them ready for corporate world challenges.

This empirical research aims at understanding the andragogy used in management education and to identify the impact of introducing Corporate Social Responsibility Practices as a part of curriculum of management education for post graduate studies. In this paper, researcher tried to explore the impact of Corporate Social Responsibility Practices as a part of curriculum for post graduate students at an esteemed organization named Indira Scholl of Business Studies (ISBS) in Pune, India.

The study is based on the theories of John Dewey and more recently the Experiential Education Theory of D.A. Kolb. This quantitative study observes the impact of Corporate Social Responsibility Practices on the learning of the students who opted for such programs. This study is based on the survey conducted at ISBS for the 1<sup>st</sup> Semester students. These students divided into two category. 1. Those who opted for CSR initiatives and 2. Those who have not a part of such initiative. Factor analysis is used to understand the difference between these two group of students pertaining to their awareness about and sense of responsibility towards society/community and its needs. Factor analysis displays a substantial difference between the groups. The outcomes suggest a positive correlation between Corporate Social Responsibility Practices as a learning methodology and its impact on the sense of responsibilities and awareness towards community.

**KEYWORDS:** ISBS, Management Students, Corporate Social Responsibility Practices, Learning