



THE INSTITUTE OF ADMINISTRATION AND COMMERCE

SOCIAL RESPONSIBILITY SYLLABUS

Purpose

The purpose of studying the multilevel IAC Social Responsibility course is to equip the student with the theoretical knowledge needed to put the work done in various levels in practise into disciplines such as

- Public relations
- Marketing management
- Communication
- Management etc

Objectives

- To carry out simple communication tasks involving the analysis, contextualisation and synthesis of basic principles and ideas underpinning social responsibility as a professional management discipline.
- To assist in practical application of basic concepts and principles, mainly through creative use of very ordinary channels and media of communication.
- To instil a sense of promoting the organisation through profit sharing with customers

Vital Notes:

Since social Responsibility is a professional discipline, it demands a very high level of proficiency in reading understanding and applying it in organisational context.

SYLLABUS

SECTION 1

The nature of social Responsibility

Purpose - To introduce students to the history of the social responsibility and outlining how the discipline interrelates with other management disciplines namely

- Public relations
- Marketing management
- Communication
- Corporate Social investment etc.

Learning Objectives

1. To explain the meaning and nature of social responsibility
2. To provide a historical background of the concept.

3. To explain the main influences of social responsibility in work organisations.

SECTION 2

The community and its relationship to the work environment.

Purpose

-To study the socialisation of the individuals within the community and how this relates to the work environment.

Learning Objectives

- 2.1 Outline the Individual's contribution to the organisation and the factors affecting behaviour and performance of both people in the community by organisation
- 2.2 Recognition of the community by companies
- 2.3 Empowerment of community with developmental programmes / projects

SECTION 3

Practical application of the discipline – (social responsibility)

The following topics must be studied in some detail, since students are expected to be able to identify, restate and outline.

- 3.1 Social Responsibility Planning.
- 3.2 Sponsorship
- 3.3 Exhibitions
- 3.4 Special events that is
 - Facility visits
 - Donations
 - Press conference
 - Press statements etc
 - Dedications, celebrations and ceremonies
- 3.5 Multicultural market

SECTION 4

Corporate Image and Corporate Identity.

Learning objectives

The student should be able to

- 4.1 Know the difference between corporate image and corporate identity
- 4.2 Familiar with some of the changes in corporate designs
- 4.3 Understand how to implement a new corporate identity programme
- 4.4 Know some of the factors that affects corporate image

SECTION 5

Tools of communication

Purpose – for a student to be well abreast with the concept of social responsibility proper communication, tools must be used. Also recognition of mutual understanding

with the community must be reflected. This is only attained through effective communication.

Learning Objectives

The student must be able;

- 5.1 To comprehend the basic concept of communication (theories and models)
- 5.2 To be familiar with the tools the companies can use when exercising social responsibility.
- 5.3 To instil self-help concepts within the minds of the beneficiaries.
- 5.4 To assess the effectiveness of particular implemented social responsibility programmes.

Topics to cover include;

- Media relation – (Mass media) eg print, TV, radio etc.
- Employer – employee relations
- Environmental development.
- Corporate social investment
- Promotional Activities
- Photographing.

Recommended Textbooks

1. Handbook of Public Relations, by Skinner and Von Essen 6th Ed. Oxford University
2. Principles of Public Relations by DA Varley: Future Managers
3. The M & E Handbook series Public Relations by Frank Jefkins
4. Basic Marketing Latest edition, Ed by E. Jerome McCarthy & William D.Perreault.jr
5. Commerce Latest edition, Ed by D.Treharne Williams