



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.

Iac Management 2 Syllabus

A Gutmann



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