

SDA Bocconi

ASIA CENTER



CENTER OF EXCELLENCE

CSR

EMPOWERING LIVES THROUGH KNOWLEDGE AND IMAGINATION



ABOUT SDA BOCCONI ASIA CENTER

SDA Bocconi Asia Center, formerly named MISB Bocconi, is a pan-Asian hub in Mumbai that has been delivering Executive Education and Postgraduate Programs designed by SDA Bocconi School of Management, Italy since 2012.

SDA Bocconi Asia Center strives to deploy and disseminate innovative business knowledge to contribute to the overall development of individuals and organisations. A unique approach is offered, by promoting knowledge through SDA Bocconi School of Management industry-relevant research and teaching. It spreads SDA Bocconi School of Management expertise and excellence in design, branding innovation and entrepreneurship to build soft and managerial skills and share practices across borders to empower people.

SDA Bocconi School of Management has been a leading institution in management training for over 40 years. The School's mission is to help individuals, companies, and institutions grow by promoting managerial culture, knowledge, and innovation. MBA Programs, Executive and Specialized Masters, Executive Programs, Custom Programs, Applied Research, Research Labs and Knowledge Centers all contribute to this - a wide offering aimed at professionals from all over the world and from all sectors of the economy. SDA Bocconi is among the leading Business Schools in Europe and is among the few to have gained the triple accreditation - EQUIS, AMBA and AACSB - which puts it in the élite of Business Schools worldwide.

SDA BOCCONI RANKINGS & ACCREDITATIONS



7th WORLDWIDE
CUSTOMIZED EXECUTIVE EDUCATION

9th EUROPE
GLOBAL MBA

6th EUROPE
BUSINESS SCHOOL

1th EUROPE
IN EUROPE PER PRESTIGE IN RESEARCH*



* Per number of European Research Councils (ERC) projects hosted. ERC is the first pan-European funding body for frontier research and it counts six Nobel Laureates and four Fields Medalists among its grant holders.

SHRUTHI SHARMA
Alumna - PGPB 6



DR. ANJANA GREWAL (Ph.D)
Sr Professor & Sr Director - COEs
SDA Bocconi Asia Center



AMIT KAWADIWALE
Manager - COEs
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RAGHAV-CHAUDHARY
Alumnus - PGPB 6

CENTERS OF EXCELLENCE

Centers of Excellence were conceptualized at SDA Bocconi Asia Center in order to create an environment which is rich in knowledge through research. The objective: to create a **Global Knowledge Platform**. Through the creation of this platform, it is envisioned that SDA Bocconi Asia Center will foster a partnership with the corporate community which will enable it to enrich its programs and drive value across the industry and student community. Through this initiative, SDA Bocconi Asia Center generates the setting up of best practices and management development in India through research, education and thought leadership. It will significantly bring to the front, Bocconi's strength since its foundation which has been its openness and willingness to share the knowledge and the results of its teaching and its research with different stakeholders.

The Centers of Excellence will be a platform to generate debate and discussion around relevant topics/ issues which have high industry interest in India across the target business community. Relevant research both global and local will be undertaken which will value-add to the industry in terms of current thinking, practice and direction. Centers work on self-sustainable model and is always committed to generate maximum values for its stakeholders.

CENTERS OF EXCELLENCE RUNS 4 ACTIVE CENTERS NAMELY

- Center of Excellence - **Insurance**
- Center of Excellence - **CSR**
- Center of Excellence - **Retail & Luxury**
- Center of Excellence - **India Lab**

ABOUT CENTER OF EXCELLENCE - CSR

Corporate Social Responsibility is a priority topic for a business school whose aim is to prepare the management executives of today and tomorrow. The Center of Excellence - CSR was created in 2016 with the aim to explore how companies in India address this sensitive issue as we see this to be a growing area of importance in India. The Center of Excellence - CSR is an active promoter of the CSR culture among students and practitioners contributing to organize CSR internships for IMB students, guest lectures and conferences. It is to be noted that in India as per the Companies Act 2013, the Indian government has introduced a mandatory CSR Regulation for all companies above a certain size and based on profitability. India is, therefore, the first country in the world where committing and implementing CSR program by listed companies is compulsory.



CSR INTERNSHIP - Class of 2019



● PURPOSE

Generate a social awareness among students, so that, as management practitioners, they are aware about the developmental needs of India

● OBJECTIVES

- Organize CSR internships for students with the support of the students' Social Club. CSR Internship is an initiative where our students work on the field project for various NGOs or CSR department of the companies for the period of 2 weeks. These internships are procured by students based on their areas of interest like education, healthcare, sanitation or women empowerment etc. Center of Excellence-CSR provides support for some of the CSR internships opportunities in Mumbai, Pune or nearby area.
- Create a comprehensive record of the annual internships undertaken and the learnings through field activity.
- Undertake Research Projects which are related to Corporate Social Responsibility (CSR) sector in India.
- Publish articles and research papers on various topics.
- Encourage & Mentor students participating in CSR & Sustainability Competitions.



We think it is very important for students to be socially conscious of the weaker sections of society and contribute towards development in some way.

Prof Dr. Anjana Grewal

Senior Professor & Senior Director - Centers of Excellence SDA Bocconi Asia Center

● INTERNATIONAL COLLABORATION WITH SDA BOCCONI SCHOOL OF MANAGEMENT

It is proposed that COE-CSR will collaborate with the relevant team in SDA Bocconi School of Management, Italy studying the CSR Best Practices in multinational groups. The team is led by Prof Francesco Perrini in Milan. In India, we will study the CSR policies of the relevant Indian subsidiaries. We will explore the need for local adaptation which has been undertaken by Indian subsidiaries based on Indian Law in India. Currently we are exploring the MNC subsidiaries in India whom we will approach for research purposes.



Prof. FRANCESCO PERRINI

Full Professor of Management and Technology, SDA Bocconi School of Management



Prof. PAOLA BIELLI

Professor of Information Systems, SDA Bocconi School of Management



● ACTIVITIES

As we believe that CSR should be part of a B-school culture, the Center of Excellence - CSR is promoting social activities to students, staff and faculty:

CSR INTERNSHIP: PGPB6 students (batch size 84) interned for a period of 2 weeks at various NGOs and CSR Departments of Companies. They covered a wide varied segments of initiatives ranging from the Educational sector, Women Empowerment, Environmental to Cancer related initiatives. A certificate of Merit recognizing the students who had done exceptional work was awarded to Top 10 Projects.

- Blood donation campaign
- Voluntary days at NGOs

Some of the activities are run in collaboration with the students' Social Club.

COE CSR RESEARCH - 2016

The first completed research project focused on CSR practices of European Multinationals operating in India. A joint effort by SDA Bocconi Asia Center and CESVI (leading Italian NGO with experience in 23 Countries), the CSR Research pointed out that companies are aware of CSR relevance, but often they need support to make their investment really effective from the social point-of-view.

EVENTS

- Opening ceremony of the Center of Excellence in CSR, April 2016
- Presentation of the research results of the CSR, August 2017

ALUMNI ENGAGEMENT

Sector Learnings.

The Centers are supported by the Dean and the MD of SDA Bocconi Asia Center.



David Bardolet
Dean
SDA Bocconi Asia Center

Alessandro Giuliani
Managing Director
SDA Bocconi Asia Center

SDA Bocconi

ASIA CENTER

CREATING EXPERIENCES. CHANGING LIVES.

For your Research Study requirements in CSR,
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