



CSR

Corporate Social Responsibility

Course Introduction:

Corporate Social Responsibility (CSR) is the principle which drives businesses to support communities and people without expecting direct financial returns. It is best demonstrated when CSR practices are used to connect the business to the community by supporting social issues and interests. The difficulty is finding a balance between doing well and making sure the practices benefit your business as well as the community and its constituents. This course covers CSR methods, tools, principles and practices, the ethics of CSR, communicating CSR, as well as the challenges of CSR and how to deal with them

Course Objectives:

By the end of the program, participants will be able to:

- Outline why Corporate Social Responsibility (CSR) is important in the public and private sectors.
- Examine how organizational behavior is impacted by CSR.
- List the ways to initiate or improve CSR programs in their organizations.
- Identify the legal duties company directors must observe concerning CSR.
- Recognize how business ethics, CSR and corporate governance are converging.
- Create competitive advantage through CSR.
- Align CSR strategies with organizational goals and capabilities.
- Evaluate current initiatives and consolidate efforts around key objectives.
- Implement CSR at all levels of the company

Who Should Attend?

Professionals in private companies, NGOs, international organizations and governments who are currently involved in CSR, or would like to be involved in CSR, and wish to apply and embed the concept of CSR in their institution.

Course Outline:

INTRODUCTION TO CORPORATE SOCIAL RESPONSIBILITY (CSR)

- Preliminary Definitions of CSR
- Corporate Citizenship Concepts
- Historical Perspectives
- Evolving View Points on CSR
- Carroll's Four Part Definition

WHY IS CSR IMPORTANT?

- People-Planet-Profits
- Two Views of CSR
- Should Corporations be Involved in CSR?
- Arguments For and Against CSR

CSR AND ETHICS

- Definitions and Relationships
- Business Ethics Developments
- Ways Companies Integrate Ethics
- Engagement in Global Code of Business Ethics
- Making Decisions on Ethical Issues

THE EVOLUTION AND REVOLUTION OF CSR

- The Rise and Fall of CSR
- The Failure of CSR: 3 Curses
- Embracing the Future: 5 Principles
- Shapeshifting: From CSR 1.0 to CSR 2.0

A RULES FOR EFFECTIVE CSR COMMUNICATION

- Rule #1: Act First, Talk Later
- Rule #2: The Why and the Wherefore
- Rule #3: Be Prepared
- Rule #4: CSR Must Be a Boardroom Priority
- Rule #5: Involve the Employees
- Rule #6: Extract Messages
- Rule #7: Everybody Is Different
- Rule #8: Embrace Dialogue
- Rule #9: Become an Example of Good Practice
- Rule #10: Responsible Product Brands

CHALLENGES OF CSR

- Friedman versus Russell
- Dimensions of CSR
- Models of CSR
- Common Mistakes in CSR
- Factors to Consider in Business Case for CSR

- CSR Implementation Framework

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

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International Centre For Training & Development

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session