

Area of study: Corporate Social Responsibility

## Understanding CSR (CSR01)

### Introduction

The concept of corporate social responsibility (CSR) has widened to advance new standards of business conduct. Global companies now recognise that how they respond to pressures for responsibility and accountability within issues such as human rights, ethics, and the environment will influence their success in future. Today's managers face a varied and increasing demand for CSR initiatives from stakeholders. This module helps them to understand the growing economic and social challenges facing the society, businesses and governments.

#### Target Audience

- Senior executives
- Managers involved in public affairs, community investment, environmental sustainability, and compliance
- Directors of non-profit organisations
- Public sector leaders
- Employees with ethical decision-making responsibility

#### Benefits

Upon completion of this module, you should be able to

- articulate an understanding of CSR
- consider the evolution of CSR from margin to mainstream
- appreciate the complexity of CSR in the context of today's global environment
- integrate CSR into strategic planning
- acquire skills for leading organisational change

#### Topics

**Drivers of CSR** introduces the background and rationale for CSR.

**Competitive Advantages of CSR** details how firms can invest in socially responsible practices to improve their competitive edge.

**Change Approaches of CSR** examines the holistic approaches to integrate social responsibility and corporate practices.

**CSR: Change and Leadership** outlines the leadership requirements for successful implementation of CSR programmes.

#### Duration

Approximately 9 hours over 3 weeks

#### Certificate

Completion certificate awarded by U21Global with the crests of the affiliated universities