SCANDINAVIAN ACADEMY
For Training and Development

Course: Corporate Social Responsibility

Code	City	Hotel	Start	End	Price	Language - Hours
496	Munich (Germany)	Hotel Meeting Room	2025-11-17	2025-11-21	5450 €	En - 25

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.

Objectives

- 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.

Content

Introduction to Corporate Social Responsibility (CSR)

- Preliminary Definitions of CSR
- Corporate Citizenship Concepts

- Historical Perspectives
- Evolving View Points on CSR
- Caroll'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

ARules 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

The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**
  - We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- **Scientific Assessment:**
  - We evaluate trainees skills before and after the course to ensure their progress.
- **Brainstorming and Interaction:**
  - We encourage active participation through brainstorming sessions and applying concepts through role play.
- **Practical Cases:**
  - We provide practical cases that align with the scientific content and the participants specific needs.
- **Examinations:**
  - Tests are conducted at the end of the program to assess knowledge retention.
- **Educational Materials:**
  - We provide both printed and digital scientific and practical materials to participants.
- **Attendance and Final Result Reports:**
  - We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.
- **Professionals and Experts:**
  - The programs scientific content is prepared by the best professors and trainers in various fields.
- **Professional Completion Certificate:**
  - Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.
- **Program Timings:**
  - Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.