Unitar Online Catalogue

Introduction to Corporate Social Responsibility

Plazo: 14 Oct 2014

Tipo:	Course
Ubicación:	Web-based
Fecha:	13 Oct 2014 to 31 Oct 2014
Duración:	3 Semanas
Área del programa:	Corporate Social Responsibility
Sitio web:	http://www.antwerp-itcco.org/
Precio:	400,00 US$
Correo Electrónico del Centro de Coordinación del Evento:	e-learning@antwerp-itcco.org
Colaboración:	ITCCO

ANTECEDENTES

In today's world, facing rapid shifts and dramatic economic, social and environmental challenges, issues related to societal responsibility, sustainability and business ethics are gaining more importance, especially in the business sector. Business goals are inseparable from the societies and environments within which they operate. Whilst short-term economic gain can be pursued, the failure to account for longer-term social and environmental impacts makes those business practices unsustainable.

This course is designed to introduce participants to the concept of Corporate Social Responsibility (CSR), operationalizing the term and ensuring a cohesive definition of CSR and its applications for corporate sustainability. CSR is presented as a management concept and a process that integrates social and environmental concerns in business operations, and a company's interactions with the full range of its stakeholders.

OBJETIVOS DEL EVENTO

The overall objective of the course is to enable professionals from private companies, NGOs, International Organizations and Governments who wish to be involved in CSR, to define Corporate Social Responsibility (CSR) and apply such concept in their institutions and day-to-day projects.

CONTENIDO Y ESTRUCTURA

The course consists of 4 modules as follow:

- Module 1: An introduction to CSR
- Module 2: CSR Definitions
- Module 3: The United Nations on CSR
- Module 4: International Principles and Standards on CSR

METODOLOGÍA

Each module includes lessons that provide the core content. There are also reflection and collaborative exercises that invite participants to watch videos, reflect on their social and economic environment and discuss in partially facilitated discussion groups. Participants also engage in case study analysis, gaining a better and more practical understanding of CSR.

Participants are required to complete assessment activities, including quizzes to test their understanding and a practical activity where they use the acquired knowledge to analyze a specific CSR strategy.

PÚBLICO OBJETIVO

The course aims to address the needs of professionals in private companies, NGOs, international organizations and governments who would like to be involved in CSR and apply and embed the concept of CSR in their institution.

INFORMACIÓN ADICIONAL

Participants are required to complete the following assessment activities:

1. 4 quizzes at the end of each module, accounting for 75% of the overall final grade.
2. 1 practical activity at the end of module 2, accounting for 25% of the overall final grade.

Successful completion of the course, entitling to a **certificate of completion**, requires participants to achieve a minimum total score of 80%. Participants who complete all the mandatory activities with a total score below 80% will receive a **certificate of participation**.

Technical Requirements:

- Hardware: 64 MB of RAM, 1 GB of free disk space
- MODEM: 56 K;
- Platform: Windows 95 or later versions, Mac OS 9 or OSx;
- A good internet connection is necessary
- Browser: IE, Mozilla Firefox, etc.
- Software: Adobe Acrobat Reader.