

Course title: Corporate Social Responsibility

Course Description:

In today's complex organizational environment, the link between society and organizational activities manifests itself in a myriad of forms ranging from consumer-producer interactions to the externalities associated with operations. The need for organizations to understand such complexity and act consistently with the expectations of multiple stakeholders has become critical to organizational success in many industries. The course aims to develop participant's theoretical knowledge of corporate social responsibility (CSR) in contemporary economies and to reflect upon and analyze CSR as an evolving management practice. In doing so, it covers theory development in the field with special attention being paid to issues of environmental sustainability. The course is further designed to help participants strengthen and improve their overall understanding of CSR – its trends (local and global); emerging mandates from governments regarding CSR; global leading practices to developing a CSR strategy, and how to monitor, measure and report on CSR, as well as insights into challenges and opportunities associated with implementing CSR programs. **Course will also include an in-session workshop.**

Course Learning Outcome

- Introduction: overview of corporate social responsibility
- Drivers of CSR
- Global, regional and industry approaches to CSR
- Corporate social responsibility governance – committees, roles and responsibilities
- Criteria for selecting CSR projects
- Measuring the impacts of CSR projects
- Successful case studies on designing and implementing CSR projects
- KPIs for a successful CSR program

Course Certification: At the end of the course, attendees will be presented with a KHDA (Knowledge and Human Development Authority's) attested certificate.

Who should attend: The course is likely to be useful for anyone interested in understanding how to manage and increase the value created by their organization through their CSR activities. It also addresses how having a clear strategy for social investment, with targets and processes to measure outcomes and impacts, may create value for the company and society.



- عضو في مؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة.
- معترف عليه من قبل هيئة المعرفة والتنمية البشرية في دبي
- عضو في غرفة تجارة وصناعة دبي.
- مرخص من قبل دائرة التنمية الاقتصادية في دبي.