MERCURY

Corporate Social Responsibility (CSR) Training Course

11 – 15 October 2027
Amsterdam (Netherlands)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Corporate Social Responsibility (CSR) Training Course

Ref: 5034_1075106 **Date:** 11 – 15 October 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5600 Euro

Introduction:

Corporate Social Responsibility, or CSR, represents a company's commitment to conducting business ethically, giving back to the community, and contributing to the welfare of its employees and the public. This principal corporate social responsibility CSR course is challenging to implement effectively, as it requires balancing community support and business benefits.

Through our comprehensively structured CSR training courses, including CSR certificate course options and the opportunity to master corporate social responsibility, participants will gain deep insights into CSR methodologies, tools, best practices, and the ethical principles behind them. The complexities of corporate responsibility, communication fundamentals, and challenges encountered in implementing CSR practices will also be discussed.

Master in Corporate Social Responsibility:

As part of our CSR certification programs, participants interested in becoming a corporate social responsibility master will learn the fundamentals of advanced concepts and strategic CSR approaches. This course includes understanding the best corporate social responsibility certificate program tailored to different career levels and organizational needs. Our certificate course in corporate social responsibility is designed to position professionals at the forefront of this dynamic field.

The corporate social responsibility course culminates in a strategic outlook, equipping participants with the skills to craft and implement CSR strategies aligning with their organization's core values and objectives. Participants will leave this CSR certification course with a well-rounded understanding of the ethical imperatives and the business advantages of well-implemented CSR strategies.

Targeted Groups:

- This corporate social responsibility CSR course is for executives involved in strategic and operational functions.
- Senior and middle management are engaged in corporate governance or change management.
- HR personnel at all levels.
- Corporate lawyers seek to deepen their understanding of legal requirements and trends in corporate responsibility.
- Professionals are involved in Communications, Business Strategy, Supplier and Community Relations, Sustainability, and Governmental Affairs.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Course Objectives:

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

- Explain the historical background and the four components of Carol's CSR model.
- Recognize the significance of CSR in both public and private sectors.
- Understand the relation between professional ethics, CSR, and corporate governance.
- Trace the evolution of the concept of corporate social responsibility.
- Apply ten effective CSR communication strategies to achieve impactful results.
- Foster a competitive edge by identifying various challenges facing CSR.

Targeted Competencies:

Upon the end of this CSR training program, the target audience will be able to:

- Plan, organization, and leadership skills.
- Learn what competence is in written and oral communication.
- Relationship building and consolidation.
- Analytical and evaluation abilities.
- Understand the extensive knowledge of corporate social responsibility.
- Enhance organizational recognition through improved performance and a long-term strategic CSR vision.

Course Content:

Unit 1: Introduction to Corporate Social Responsibility:

- Understand initial definitions of CSR.
- Explore the idea of corporate citizenship.
- Examine critiques of corporate actions within CSR.
- Delve into the history and progressive thought on CSR.
- Advanced ideas about CSR.
- Define the four parts of "Caroll".

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 2: Why CSR is Important?

- Discuss the theory of people, planet, and profit.
- Review CSR from two distinctive perspectives.
- Debate the necessity for corporate participation in social responsibility.
- Contrast views of CSR advocates and opponents.

Unit 3: Corporate Social Responsibility and Professional Ethics:

- Define and interrelate CSR with business ethics.
- Trace the growth of business ethics conventions.
- What are the strategies for corporate incorporation of ethics?
- Engage with global business ethics standards.
- Make informed decisions regarding ethical dilemmas.

Unit 4: Evolution of Corporate Social Responsibility:

- Chart the progression and setbacks of CSR.
- Analyze common CSR pitfalls.
- Forecast the future with the Five Principles of CSR.
- Transition through the phases from CSR 1.0 to CSR 2.0.

Unit 5: The Rules of Communication for CSR Principles:

- Identify characteristics of CSR-related information.
- Rule 1: Act first, communicate later.
- Rule 2: Clarify what you do and why.
- Rule 3: Stay prepared for feedback.
- Rule 4: Prioritize CSR at the board level.
- Rule 5: Boost staff engagement.
- Rule 6: Deliver clear messages.
- Rule 7: Recognize the unique nature and needs of stakeholders.
- Rule 8: Facilitate dialogue and debate.
- Rule 9: Lead by example.
- Rule 10: Focus on responsible branding.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 6: The Challenges of Corporate Social Responsibility:

- Compare the perspectives of Milton Friedman and Russell on CSR.
- Examine the dimensions of CSR.
- Explore various CSR models.
- Understand the diverse manifestations of CSR.
- Discuss CSR in developing nations.
- Identify catalysts for CSR in developing contexts.
- Outline a CSR implementation framework.
- Highlight common CSR implementation errors.
- Discuss considerations for effective CSR integration.