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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Corporate Social Responsibility

Code	City	hotel	Start	End	price	Language - Hours
PR-496SA	Jeddah	Hotel Meeting Room	2027-08-01	2027-08-05	9950 SR	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 Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

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