



Implementation of Corporate Social Responsibility in Central Europe

Curriculum and Training Structure for Business Consultants and Managers

Version <3.0>

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VERSION HISTORY

[Provide information on how the development and distribution of the Training Plan will be controlled and tracked. Use the table below to provide the version number, the author implementing the version, the date of the version, the name of the person approving the version, the date that particular version was approved, and a brief description of the reason for creating the revised version.]

Version Number	Implemented By	Revision Date	Approved By	Approval Date	Description of Change
1.0	<i>Janez Dekleva and Aleksander Zidanšek</i>	<i>11/03/2019</i>	<i>Bojana Sever</i>	<i>11/03/2019</i>	<i>First version</i>
2.0	<i>Project meeting</i>	<i>28/03/2019</i>	<i>Bojana Sever</i>	<i>28/03/2019</i>	<i>Second version</i>
3.0	<i>Project meeting</i>	<i>24/09/2019</i>	<i>Project meeting</i>	<i>24/09/2019</i>	<i>Third version</i>

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1. INTRODUCTION

1.1 Scope

This Curriculum and training structure for business consultants and managers presents the structure of the training course. The scope of this training is to improve the competencies of Business Consultants and Managers related to CSR.

1.2 Name of the Training Course

CSR Training Course for Business Consultants and Managers

1.3 Qualification Level

European Qualifications Framework (EQF): Level 5

1.4 Background

Corporate social responsibility (CSR) refers to companies' responsibility for their impact on society. The European Commission believes that CSR is important for sustainability, competitiveness, and innovation of EU enterprises and the overall EU economy. It brings benefits in terms of risk management, cost saving, access to capital, customer relationship, and human resource management. The expected positive impact is not limited to economic performance but involves employees, partners, customers, the city and region, thanks to a consistent reduction of negative environmental impacts as well as enduring development of human resources, community and society.

More information in the EU strategic documents:

https://ec.europa.eu/growth/industry/corporate-social-responsibility_en

https://ec.europa.eu/info/business-economy-euro/doing-business-eu/corporate-social-responsibility-csr_en

The Business Consultants and Managers are responsible for the internal policy development in companies. Since this policy is very important for CSR, they need broad knowledge and competencies from this field, which they will obtain in this training.

1.5 Target Groups

The main target groups are managers of companies and their consultants, who need training in corporate social responsibility.

2. TRAINING COURSE

2.1 Objectives and competences

The main objectives of the training course are to prepare the participants for understanding the concept of CSR and for solving the critical challenges involving the corporate responsibility of their organisations.

General competences include:

- Ability to incorporate principles of CSR in their decision making.
- Ability to use the knowledge about CSR in practice. Developing and upgrading CSR goals, policies in strategies.
- Creating detailed CSR plans, building relationships with partner organisations, local and national stakeholders.
- Implementing and coordinating activities and initiatives for positive impact on the environment and local communities.
- Internal promotion of CSR policies.
- Supervising employees and externals working on CSR projects.
- Researching and monitoring CSR issues, concerns or interests.
- Developing methodologies to assess the viability or success of CSR initiatives.
- Monitoring and evaluating effectiveness of sustainability programs.
- Delivering the message of the company's commitment to social responsibility to the public via PR.
- Participating on company branding strategies from CSR point of view.
- Participating in recruiting, managing and training new/junior staff members and reducing outgoings of experts.

2.2 Intended learning outcomes

The participants will:

- know and understand the concept of CSR,
- understanding the application of CSR concept in their organisation,
- know and understand 26000 ISO standard and other relevant standards,
- be able to assess the state of social responsibility of their organisation,
- be able to integrate their knowledge of CSR in their decision making,
- be able to advocate for benefits of CSR to managers and other decision makers.

2.3 Content

The course will include:

- introduction to CSR,
- sustainability concept for the organisation,
- EU and national strategic documents and policies on CSR,
- overview of the 26000 ISO standard and other relevant standards,
- responsible corporate management,
- principles and practice of social engagement,
- responsible competitiveness,
- communicating CSR and stakeholder engagement,
- guidelines for CSR organisational indicators,
- practical examples of CSR in organisations,
- the road ahead – individual and organisational well-being.

2.4 Learning and Teaching Methods

Main learning and teaching methods will be:

- interactive lectures,
- practical work,
- group work.

2.5 Learning Tools

Main tools for this training will be:

- workshop outlines (for the teacher),
- original PDF material prepared specifically for the course (for the learner),
- current literature review (for the learner).

2.6 Literature and sources

Main literature and sources will be:

- EU strategic and policy documents on CSR:
https://ec.europa.eu/growth/industry/corporate-social-responsibility_en
https://ec.europa.eu/info/business-economy-euro/doing-business-eu/corporate-social-responsibility-csr_en
- *Corporate Social Responsibility: A Very Short Introduction (Very Short Introductions)*, Jeremy Moon, Oxford University Press, 2015
- *Strategic Corporate Social Responsibility: Sustainable Value Creation*, David Chandler, SAGE Publications, Inc, 2016
- *The Caring Economy: How to Win With Corporate Social Responsibility (CSR)*, Toby Usnik, Amazon Digital Services LLC, 2018
- *Social Responsibility: Sustainability, Education and Management (Social Responsibility Beyond Neoliberalism and Charity)*
Editors Matjaž Mulej and Robert G. Dyck, *Bentham Science Publishers*, 2018,
<https://books.google.si/books?id=NL Y8DgAAQBAJ&pg=PA18&lpg=PA18&dq=csr+gorenje&source=bl&ots=bhZzrJQHS8&sig=ACfU3U0jNFMexfPaPI50UwvMQD0j7qF-hw&hl=sl&sa=X&ved=2ahUKEWjgivfDn rgAhVE6KQKHUN8D2AQ6AEwBXoECAUQAQ#v=onepage&q=csr%20gorenje&f=false>

2.7 Teachers

The course will be taught by dedicated university professors and experienced professionals who are experts in corporate social responsibility and completed the Train the Trainers CSR-CE course.

3. TRAINING CURRICULUM

Each course will comprise one or more of the following modules.
The modules will be distributed according to the topic, content and duration.

Module	Duration
<i>Introduction to the training</i>	10 minutes
<i>CSR and its benefits to the company</i>	30 minutes
<i>EU and national strategic documents and policies on CSR</i>	10 minutes
<i>26000 ISO standard and other relevant standards</i>	10 minutes
<i>Sustainability concept for the organisation with examples</i>	30 minutes
<i>Responsible corporate management</i>	10 minutes
<i>Principles and practice of social engagement</i>	30 minutes
<i>Responsible competitiveness with practical examples</i>	30 minutes
<i>Participant presentations and discussion of their strategies</i>	10 minutes
<i>Communicating CSR and stakeholder engagement</i>	30 minutes
<i>Guidelines for CSR organisational indicators</i>	30 minutes
<i>The road ahead – individual and organisational well-being</i>	30 minutes

For the managers and consultants the following structure of the modules divided in three meetings is recommended:

Meeting 1: Why CSR?

Module	Recommended duration
<i>Introduction to the training</i>	10 minutes
<i>CSR and its benefits to the company</i>	30 minutes
<i>Sustainability concept for the organisation with examples</i>	20 minutes
<i>EU and national strategic documents and policies on CSR</i>	10 minutes
<i>26000 ISO standard and other relevant standards</i>	20 minutes
<i>Assignment: Brainstorm about the benefits for my organisation</i>	10 minutes

Meeting 2: Planning CSR

Module	Recommended duration
<i>Responsible corporate management</i>	10 minutes
<i>Principles and practice of social engagement</i>	30 minutes
<i>Responsible competitiveness with practical examples</i>	30 minutes
<i>Assignment: Review the values, mission, vision, and strategy of your organisation in view of CSR principles</i>	30 minutes

Meeting 3: Implementing CSR

Module	Recommended duration
<i>Participant presentations and discussion of their strategies</i>	10 minutes
<i>Communicating CSR and stakeholder engagement</i>	30 minutes
<i>Guidelines for CSR organisational indicators</i>	30 minutes
<i>The road ahead – individual and organisational well-being</i>	30 minutes