

# Corporate Social Responsibility

EXECUTIVE PROGRAM



“In a rapidly evolving global environment, where information is free flowing, companies face changing societal expectations. Once an add-on, Corporate Social Responsibility (CSR) has become an essential element of companies’ strategy to build a competitive, innovative, cost-effective and sustainable business.

Learn how to integrate CSR at the core of your organisation through a dynamic and interactive course combining lectures by leading CSR professionals and academic experts, group exercises, case studies and exchanges with peers. Join our network of 270 alumni from 44 countries who have attended the course since it was launched in 2008.”

Dr Catherine Ferrier, Program Director

## AUDIENCE

Professionals from private companies, NGOs, international organisations and the public sector

## OBJECTIVES

### **The CAS aims at having participants:**

- ▶ Understand the different aspects of and issues related to CSR and how it contributes to institutions meeting global sustainability challenges and opportunities

### **Building upon the learnings from the CAS, the DAS further intends to:**

- ▶ Master the latest CSR cutting-edge tools, methodologies and strategies
- ▶ Enhance leadership skills to become an innovative responsible leader
- ▶ Step back, reflect over the course and integrate its learning outcomes into real life in a final report

**CAS | Modules 1 to 6 | September 2016-January 2017 | 18 ECTS credits**

**DAS | Modules 1 to 12 | September 2016-June 2017 | 36 ECTS credits**

**Previous holders of the CAS CSR automatically qualify for the Diploma course**

## MODULES

- 1 Introduction to CSR: Concept, Issues and Critical Perspectives | 15-17 Sept. 2016
- 2 Business Ethics | 13-15 Oct. 2016
- 3 Business and Human Rights | 10-12 Nov. 2016
- 4 CSR and the Environment | 8-10 Dec. 2016
- 5 Multistakeholder Initiatives, Standards and Partnerships | 19-21 Jan. 2017
- 6 CSR Strategy, Governance & Social Innovation | 9-11 Feb. 2017
- 7 Sustainable Finance | 2-4 March 2017
- 8 Managing Responsible Supply Chains | 30-31 March, 1 April 2017
- 9 Change Management and Communicating CSR | 27-29 April 2017
- 10 Implementing CSR: Systems Analytics | 18-20 May 2017
- 11 CR Reporting | 8-10 June 2017
- 12 DAS Report | Submission deadline: 30 June 2017

Interested course participants can get a CSR-Unige accreditation to attend the **United Nations Forum on Business and Human Rights** in Geneva, on **November 14-16, 2016**

Check our website for details and updates: [csr.unige.ch](http://csr.unige.ch)

**CSR Short Courses:** It is possible to attend each module separately as CSR Short Courses | 3 ECTS credits

**EMBA Specialisation:** Under certain conditions, the DAS CSR can be validated as a specialisation of the MBA: [emba.unige.ch](http://emba.unige.ch)

## ASSESSMENT

Each module is validated based on class participation, individual or group presentations and a take-home written assignment.

### Admission Requirement

A recognised University degree or equivalent and at least 3 years of professional experience. Proficiency in English is required.

To apply, email us at [csr@unige.ch](mailto:csr@unige.ch)

### Program Cost

- CAS | 6 modules: CHF 6,900.- (Early Bird: CHF 5,970.-)
- DAS | 12 modules: CHF 11,700.- (Early Bird: CHF 10,570.-)
- CSR Short Course: CHF 1,570.-per module

### Course Schedule

- Each teaching module lasts 24 hours over 3 days, from Thursday to Saturday
- Thursday: 15.00-21.00 | Friday and Saturday: 08.30-18.00
- On Thursday, from 12.00 to 14.00, participants can attend the CSR Thursday Lunches, a unique networking opportunity over CSR conference luncheons.

### Location

University of Geneva | Uni Mail | 40 Bd du Pont-d'Arve-1211 Geneva 4

### Direction

- Prof. Lucio Baccaro, G3S, University of Geneva
- Dr. Catherine Ferrier, GSEM, University of Geneva
- Prof. Thomas Straub, GSEM, University of Geneva

### Contact

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