



Corporate Social Responsibility

A nationally accredited programme for Irish Business (awarded by FETAC)

In association with:

The National College of Ireland
& Business in the Community Ireland



Why Corporate Social Responsibility?

Companies and organisations today face an unprecedented level of scrutiny and rising expectations from their various stakeholders – customers, employees, investors, communities and governments – regarding the way in which they conduct business. As a result, companies throughout the world are recognising corporate social responsibility as a key aspect of best business practice and are making it a priority by formalising it within their organisation. Many of Ireland's most successful companies have adopted responsible business practices in the marketplace and the environment, as well as in the workplace and the wider community.

In view of the above, Nurture Development is offering the first accredited executive programme in Corporate Social Responsibility in Ireland in conjunction with the National College of Ireland. Accredited by FETAC at Level 6, this programme offers managers and executives the opportunity to obtain a formal qualification in CSR and to benefit from applicable lessons in the classroom that can be implemented successfully in their organisations. Nurture Development is pleased to be associated with Business in the Community Ireland in delivering this programme.

How will your organisation benefit?

This programme will focus on the business case for CSR, on how to determine the most appropriate CSR strategy for your organisation, how to assess the application and effectiveness of that strategy and finally to determine its impact on the company's bottom line. In other words, this programme will focus on how to integrate CSR into core business processes and stakeholder management, enabling companies to achieve the ultimate goal of creating both social and corporate value.

How will you benefit?

You will leave the programme equipped with new skills and actionable knowledge. More specifically, you will take away:

- * An understanding of the business case for corporate social responsibility;
- * Methods for incorporating social and environmental practices into functional areas while maintaining a strategic view;
- * Exposure to a variety of examples, cases, and experiences which can be applied to your organisation;
- * Application of concepts to your organisation's particular situation (participants will be required to submit a detailed CSR plan for their organisation as their assessment project); and,
- * The most appropriate assessment techniques to use in assessing the application and effectiveness of CSR strategies.

Who should attend?

This programme is designed for managers and executives with or without prior knowledge of corporate social responsibility. You might be working in corporate social responsibility, sustainability, public affairs, government relations, community relations, human resources, organisational learning and change management, marketing, corporate governance, investor relations, business development, finance or operations.



Course Assessment

Grading for this course will rely on ongoing continuous assessment as follows:

Group Case Study Project:	50%
Individual Assignment:	30%
Examination:	20%

Course Content

Module 1:

Business Ethics and Social Responsibility

- * the role of business in civil society
- * challenges posed to the individual by globalisation and sustainability
- * the concept of ethics in business
- * the role of corporate governance in creating social as well as competitive benefit

Module 2:

The Development of Corporate Social Responsibility

- * the emergence of corporate social responsibility as both values and strategy
- * the development of international codes, standards, indicators and guidelines to support CSR practice
- * examples of corporate social responsibility in action
- * common principles of best practice
- * the role of corporate social responsibility in creating and maintaining social capital

Module 3:

Corporate Social Responsibility and Business Practice

- * the role of competitive advantage in determining CSR strategy
- * a suitable framework for implementing CSR processes into the internal practices of an organisation
- * standards for CSR behaviour required by legislation and regulation
- * ways in which CSR can enhance key internal and external stake-holding relationships

Module 4:

Building Partnerships at Local Level

- * how business practices impact on the wider environment
- * the relationship between philanthropy and social investment
- * the role of CSR in empowering local communities and fostering partnerships for social inclusion
- * principles of responsible entrepreneurship in building business and building social trust
- * the merits of the various methods to achieve stakeholder engagement with community groups, local employment services etc.

Module 5:

CSR Measurement and Reporting

- * the need for organisations to measure and report on their impact on society
- * specific impact performance indicators or benchmarks
- * a broad benchmarking approach e.g. social responsibility indexing
- * the main elements of a business impact self-assessment tool
- * undertake a social and environmental audit



In order to ensure that participants, and in turn their organisations, benefit from this programme, we have put in place an excellent team of speakers, including the eminent Professor Rosa Chun from Manchester Business School. The team combine an in-depth understanding of CSR theory with innovative practical approaches to its implementation. They look at real and meaningful ways that companies can engage with their various stakeholders, while building on their core competencies and delivering on their strategic objectives.

Rosa Chun is Professor of Business Ethics and Corporate Social Responsibility at Manchester Business School, England. She was a founding director of the new Masters Program, 'MSc in Corporate Communications and Reputation Management'. Her work on virtue ethics and corporate reputation has appeared in Harvard Business Review, Journal of the Academy of Marketing Science (JAMS), Journal of Business Ethics, Corporate Reputation Review, as well as featured in Financial Times and Marketing Week. She is also the co-author of Corporate Reputation and Competitiveness (2003 Routledge). She serves on the executive board of the Social Issues in Management Division of the Academy of Management. She has extensive experience of teaching and consulting at board level and middle management level of global firms such as Sony Europe and Tesco, and taught full-time and executive MBA students internationally at Rotterdam School of Management and Bocconi University.

Cormac Russell is a member of the International Asset Based Community Development Faculty at Northwestern University in Chicago, and is a leading expert in the Asset Based Community Development Approach. He is a well-known trainer, social researcher and facilitator. He is also a civil and commercial mediator with the ADR Group in the public and community and voluntary sector. Cormac is the Managing Director of Nurture Development a training, research and community liaison organisation. He has also been a member of National College of Ireland's associate faculty for the past seven years with key responsibility for the NCI Certificate in Active Citizenship for Local Development as well as teaching on the Diploma for Community Leadership and Management Programme.

Participant engagement is central to our approach, with significant course time spent on case studies, discussion and debate. We recognise the importance of peer to peer learning so participants are given opportunities to share their own experiences and knowledge. Senior CSR executives from leading Irish companies such as O2, IBM, Irish Life & Permanent and AIB are also invited to give presentations to the group on their own organisation's CSR story.

Jennifer Lee B.Comm, MBS, FIHI, FCIPD has extensive experience in Human Resources, with over 14 years experience working in the hospitality sector as Group Human Resources Manager for the Jurys Doyle Hotel Group. She has extensive experience in the areas of diversity management, corporate social responsibility, and people development. As well as advising a number of clients on Human Resources and CSR strategies, Jennifer is an Associate of Nurture Development. Jennifer has served on the Board of Chambers Ireland, and is a current member of their Human Resources Council.

Tomás Sercovich is Senior CR Consultant with Business in the Community. He has been working in Ireland in corporate responsibility strategy advisory services since 2002. His special areas of expertise are; European and international dimensions of corporate responsibility, measurement of stakeholder impact and corporate responsibility performance, communication of corporate responsibility initiatives, corporate responsibility amongst small and medium sized enterprises and corporate responsibility policy development advisory service for national government and local authorities. Tomás represents the Irish government in the EU at the European Commission DG Enterprise Expert Group on Corporate Social Responsibility and SMEs on request of the Department of Enterprise, Trade & Employment. He is a member of the Chambers Ireland Policy Council on CSR.



Programme 1 (2008)

Dates:

Thursday	02 October:	Module 1	<i>Rosa Chun</i>
Friday	03 October:	Module 2	<i>Rosa Chun</i>
Monday	20 October:	Module 3	<i>Jennifer Lee</i>
Saturday	08 November:	Module 4	<i>Cormac Russell</i>
Friday	21 November:	Module 5	<i>Tomás Sercovich</i>

Times:

9.00 a.m. to 4.00 p.m.

Examination:

The examination will take place from
10.00 a.m. to 12.00 p.m. on a date to be confirmed.

Participants are welcome to complete the programme, without undertaking the course assessment/examination.

In Company Training

This Programme can be delivered in company for organisations wishing to train a number of staff members. Please contact Colleen Quinn at Nuture Development for further details.

Course Fees

Programme cost: €2,500.00

This includes:

- ✓ Student registration with the National College of Ireland
- ✓ Access to National College of Ireland's Library and student supports
- ✓ Project assessment and tutorial support
- ✓ Course Notes
- ✓ Lunch

What participants say:

"I found the course extremely informative, interesting and interactive. Excellent content and assignments that build on and expand your knowledge. I highly recommend the course to anyone interested in or working in the CSR arena."

Dawn Carty, Wyeth

"The course was, of course, very interesting but it was also thought provoking. As a public relations practitioner, it gave me a valuable opportunity to not only think about how we advise clients on their CSR strategy and its implementation, but as importantly on the measuring and reporting of their CSR activity. I learned a lot listening to the guest speakers and from the other participants on the course. I wouldn't hesitate to recommend it".

Paula Eagar, MRPA Kinman

"The Nurture Development corporate responsibility programme is a valuable and beneficial course for anyone new to the area of corporate responsibility or for those looking at ways to build and expand on their own corporate social responsibility programmes.

From the easily applicable theory to the practical case studies and best practice toolkit, this course is designed to maximise the student's learning and understanding of corporate social responsibility as well giving them the tools and skills to develop and enhance corporate social responsibility practice in their own professional environment. I would not hesitate to recommend this course to anyone working in the CSR arena."

Gina Kelly, Meteor

Location:

National College of Ireland,
Mayor Street, Dublin 1

Directions and public
transport links available
on www.ncirl.ie

Pay parking available



Nurture Development

Nurture Development is one of Ireland's leading training and development organisations, working extensively with the public and third sector.

As a training organisation, we work in close association with the National College of Ireland and Northwestern University in Chicago. Our work with Northwestern University focuses on means of forging practical links between the corporate sector and local communities, employing innovative models that have enjoyed success throughout the world.

Since 1996, Nurture Development has worked with many clients, including the Grangegorman Development Agency, Dublin City Council and the Dublin Docklands Development Authority, in providing community liaison services. Nurture Development is also highly skilled in the area of dispute resolution and offers excellent client/community mediation and facilitation services.

The Nurture Development team is comprised of highly energetic, results-oriented professionals who focus on achieving quality outputs for our clients.



Salamander Lodge, 80 Sandford Road, Ranelagh, Dublin 6

Tel/Fax: 01 496 1033 Email: info@nurturedevelopment.ie Web: www.nurturedevelopment.ie

Business in the Community Ireland

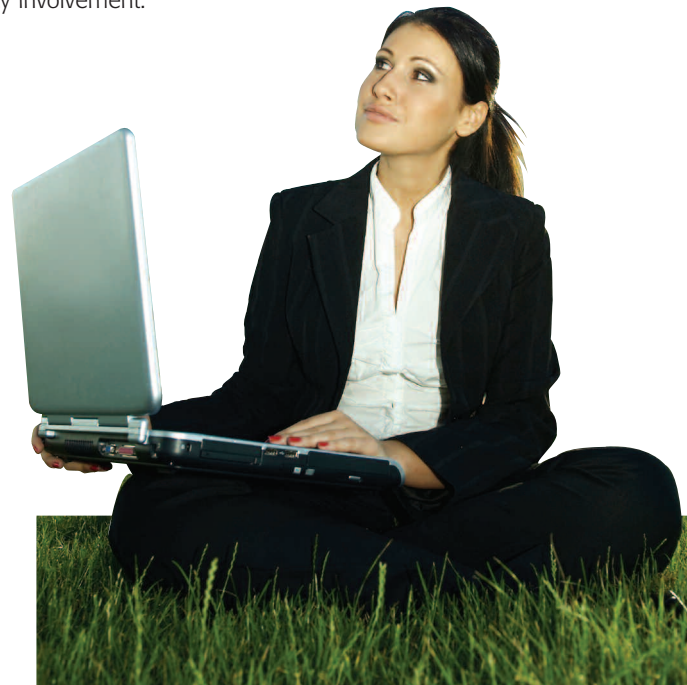
Since its inception in 2000, the mission of Business in the Community Ireland (BITCI) is to harness the power of Irish business to maximise its positive impact on all its stakeholders. It is a non-profit organisation specialising in advice and guidance to leading companies on corporate responsibility and corporate community involvement.

BITCI is also the national partner in Ireland for CSR Europe, the co-ordinating body on corporate responsibility at a European level.

A business driven network, with major social initiatives, BITCI's membership is drawn from Ireland's most progressive companies. BITCI has the unique expertise to train and develop capacity on corporate responsibility within organisations; to improve their companies' reputation, competitiveness and profitability through communicating their social, environmental and community management impacts.



32 Lower O'Connell Street, Dublin 1.
Tel: 01 874 7232 / Fax: 01 874 7637
Email: info@bitc.ie
Website: www.bitc.ie



To register, please return this form to:

Nurture Development, 80 Sandford Road, Ranelagh, Dublin 6.

Please enclose cheque/bank draft in Euro for the full amount made payable to **Nurture Development**.

Name: _____

Job Title: _____

Organisation: _____

Address: _____

Telephone: _____

Email: _____

Fee Enclosed: _____

PLEASE NOTE:

The closing date for registration is two weeks prior to commencement of programme.

For further information, please contact Nurture Development

Tel: 00 353 1 496 1033 Fax: 00 353 1 497 7097 Email: info@nurturedevelopment.ie

Registration fee: includes lunches, refreshments, NCI student membership, examination fees and full course documentation. Payment must be made in full before commencement of the programme. After receiving completed booking form, together with your payment, we will confirm your booking.

Cancellation period: if you cannot attend, one named substitute delegate may attend in your place or you can defer your booking to a subsequent programme. If you must cancel, please confirm your cancellation 10 days before the commencement of the programme in writing (letter, fax or e-mail) and you will receive a refund less 10 per cent administration charge. Regrettably, no refunds can be made for cancellations received after that date.

Please photocopy this page to register more than one delegate.

