



CSR MASTER CLASS I

INTRODUCTION TO CSR THEORY AND PRACTICE

Presented by: Professor Wayne Visser

Author of *The A to Z of Corporate Social Responsibility*

Length	1 day (9.00 am to 4.30 pm)
Dates	Wednesday 22 nd April 2009
Venue	London (venue to be confirmed)
Cost	Corporate rate: £350; SME/NGO rate: £250; Student and individual rate: £150 (a 10% Early Bird discount applies until 8 April 2009)
Included	A signed copy of <i>The A to Z of Corporate Social Responsibility</i> , worth £55
RSVP	Clemence Viel on + 44 (0)7513 103 805 or clemence@csrinternational.org

Contents

- A short history of CSR
 - Pre-history (before 1850)
 - Early history (1850-1950)
 - Modern history (1950-present)
- Underlying concepts
 - corporate social responsibility, corporate social responsiveness, corporate social performance, social enterprise
 - environmental management, sustainable development, triple bottom line, sustainability, five capitals, cradle to cradle
 - business ethics, corporate citizenship, corporate governance, stakeholder management, bottom of the pyramid (BOP)
- The business case for CSR
 - Instrumental research
 - Anecdotal evidence
 - The moral case for CSR
- CSR standards and codes
 - Social and labour standards
 - Environmental, health and safety standards
 - Corporate governance standards
 - Sector-based standards
 - Socially responsible investment standards
- The future of CSR
 - Trends in CSR
 - CSR in developing countries
 - The emergence of CSR 2.0

Participants who complete Masterclasses I, II and III will receive a 10% discount and a CSR International Introductory Level Certificate.

If you wish to host this course outside of the UK, please contact Professor Wayne Visser on wayne@csrinternational.org