



Module 2 Corporate Social Responsibility

Dates: 9 February 2010
22 April 2010
9 September 2010

Location: The Link Room
Antalis Ltd
Gateway House
Interlink Way West
Coalville, Leicestershire LE67 1LE

Trainer: Neil Gordon

Background: CSR is concerned with how organisations conduct their activities in an ethical way and how these activities impact socially, economically and environmentally. CSR is a form of strategic management, and this introductory course is designed to provide an overview of why CSR matters, and what it can bring to an organisation.

Suitable for:

This Unit is suitable for inside and outside sales personnel and strategic or senior managers or their representatives, who are interested in ethical, environmental and socially responsible practices within their organisation.

Learning outcomes:

On completion of this unit, delegates will be able to:

- Explain the principles of CSR and its relevance and significance to the industry.
- Identify the principle stakeholders in CSR.
- Identify the main elements of a CSR policy.
- Describe how CSR is aligned to each organisation's corporate strategy.
- Identify appropriate CSR strategies, indicators and metrics that can be used within your organisation.