

**COURSE OVERVIEW SS0417**  
**CSR & Public Relation**

**Course Title**

CSR & Public Relation

**Course Date/Venue**

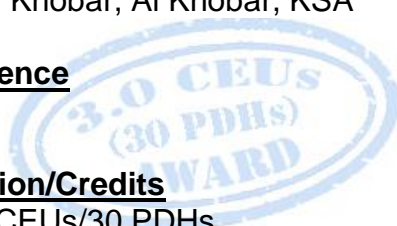
September 15-19, 2024/Al Aziziya Hall, The Proud Hotel Al Khobar, Al Khobar, KSA

**Course Reference**

SS0417

**Course Duration/Credits**

Five days/3.0 CEUs/30 PDHs



**Course Description**



***80% of this course is hands-on practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays***



This course is designed to provide participants with a detailed and up-to-date overview of advanced corporate social responsibility. It covers the corporate governance; the sustainability and sustainable development, climate change and global warming, challenge to business and the new models of sustainable business; the capital markets; and the sustainable development.



Further, this course will also cover the CSR in developing economics; the influence of globalisation on business; the CSR management; and the drivers of corporate governance reform, international developments in corporate governance and commentary from a CSR perspective.

During this interactive course, participants will learn the CSR reporting; the stakeholder management and engagement; the origins and development of social responsible investment (SRI); and the other SRI approaches, performance and market growth and trends.

### Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an advanced knowledge on corporate social responsibility (CSR)
- Define CSR and discussed corporate governance, framework for understanding CSR, values motivation and limitations of CSR frameworks
- Recognize sustainability and sustainable development, climate change and global warming, challenge to business and the new models of sustainable business
- Explain capital markets and sustainable development, signals to the market and rewarding financial intermediaries
- Carryout CSR in developing economics and recognize the development agent or development tool, theories of development and the business-poverty framework
- Interpret business as a cause for poverty, business as poverty's victim, business as a solution and assessing the business response
- Discuss the influence of globalisation on business, CSR as a response to globalisation and unmet challenges
- Manage CSR through understanding what companies want from CSR, qualities of good CSR management, structuring CSR function, CSR as strategy and business case for CSR
- Explain the drivers of corporate governance reform, international developments in corporate governance and commentary from a CSR perspective
- Implement CSR reporting including nature covering conventional financial reporting and CSR reporting
- Employ stakeholder management and engagement and discuss the meaning and origins of stakeholders, CSR standards, stakeholder consensus and government and governance
- Describe the origins and development of social responsible investment (SRI) as well as identify sustainable investing, types of SRI analysis, practice and engagement
- Recognize other SRI approaches, SRI performance, SRI index performance, SRI fund performance, market growth and trends in SRI

### **Exclusive Smart Training Kit - H-STK®**



*Participants of this course will receive the exclusive “Howard Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

### Who Should Attend

This course provides an overview of all significant aspects and considerations of advanced corporate social responsibility for heads of organisations, chief officers, chairpersons, board members and directors, heads of departments, senior managers and executives interested in corporate social responsibility (CSR), managers who wish to develop modern business practices, and those who see business as being increasingly central to addressing global concerns and society's expectations of going beyond wealth creation, against a backdrop of financial crises, climate change, political shifts, and population growth.

### Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### Certificate Accreditations


Certificates are accredited by the following international accreditation organizations:-

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Mr. Jerome Topley**, PgDip (on going), BSc, is a **Senior Management Consultant** with over **20 years** of extensive experience. His expertise lies extensively in the areas of **Leadership Skills, Communication & Interpersonal Skills, Performance & Creativity Skills, Listening Skills, Negotiation Skills, Persuasion & Assertiveness Skills, Time & Stress Management, Influencing Techniques, Conflict Management, Business Writing Skills, Writing Business Correspondence & Document Control, Writing Memos & Business Letters, Business & Technical Report Writing, Communication Skills, Business Communication Etiquette, Interpersonal Skills, Presentation Skills, Organizational & Leadership Skills, Coaching & Mentoring, Self & Personal Development, Creative Problem Solving, Performance Management, Conflict Management, Talent Management, Risk Management, Resource Management, Emotional Intelligence, Customer Service, Persuasion Techniques, Supervisory Skills, Public Relations & Corporate Communication, Strategic Planning & Creative Thinking, Human Resource Management and Performance Assessment & Appraisal.** Further, he is also well-versed in **Broadcasting, News & Sport Reporting, Presentation Skills, Communication Skills, Problem Solving & Decision Making, Pharmaceutical Environment, Ophthalmology, Surgical Instruments & Endocrinology, Agricultural Productivity, Plants Farming, Cultivation & Harvesting and Agricultural Mechanics.**

During Mr. Topley's career life, he had occupied several significant positions and dedication as the **Executive Director, Chief of Staff, General Manager, Producer/Presenter, Public Broadcaster Talk Show Host, Stand-in Presenter, Radio Presenter, News Reader, Medical Technician and Detailing Medical Representative in Ophthalmology, Surgical Instrument and Endocrinology** from various companies and institution such as Wyeth, Topley Consulting, SABC Afrikaans Radio, Ministry of Agriculture, Agri Mega Group and Western Cape Education Department.

Mr. Topley has a **Bachelor** degree with Honours in **Business Management**, a **National Diploma in Education** and currently enrolled in **Post-Graduate Diploma in Business Management.** Further, he is a **Certified Instructor/Trainer, a Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM), a Qualified Medical Technician in Chemical Pathology, a Registered Medical Technology Student** and holds a **Professional Development Certificate in Outcomes-Based Assessment Techniques.** He has further delivered innumerable trainings, courses, workshops and seminars globally.

### Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures

80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

**Accommodation**

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

**Course Fee**

**US\$ 7,000** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

**Course Program**

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

**Day 1: Sunday, 15<sup>th</sup> of September 2024**

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	<b>Pre-Test</b>
0830 – 0930	<b>Introducing CSR</b> Why CSR? • Definitions of CSR • Corporate Governance • A Framework for Understanding CSR • Values Motivation • Limitations of CSR Frameworks
0930 – 0945	Break
0945 – 1100	<b>Sustainable Development</b> Meanings of ‘Sustainability’ & ‘Sustainable Development’ • Climate Change & Global Warming
1100 – 1200	<b>Sustainable Development (cont’d)</b> The Challenge to Business • New Models of Sustainable Business
1200 – 1215	Break
1215 – 1420	<b>Sustainable Development (cont’d)</b> Capital Markets & Sustainable Development • Signals to the Market • Rewarding Financial Intermediaries
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day One

**Day 2: Monday, 16<sup>th</sup> of September 2024**

0730 – 0930	<b>CSR in Developing Economies</b> Development Agent or Development Tool? • Theories of Development • The Business-Poverty Framework
0930 – 0945	Break
0945 – 1100	<b>CSR in Developing Economies (cont’d)</b> Business as a Cause for Poverty • Business as Poverty’s Victim • Business as a Solution • Assessing the Business Response
1100 – 1200	<b>Globalisation &amp; CSR</b> The Meaning of ‘Globalisation’ • Influence of Globalisation on Business
1200 – 1215	Break
1215 – 1420	<b>Globalisation &amp; CSR (cont’d)</b> CSR as a Response to Globalisation • Unmet Challenges
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Two



**Day 3: Tuesday, 17<sup>th</sup> of September 2024**

0730 – 0930	<b>How CSR is Managed</b> Understanding what Companies Want from CSR • Qualities of Good CSR Management
0930 – 0945	Break
0945 – 1100	<b>How CSR is Managed (cont'd)</b> Structuring the CSR Function • CSR as Strategy • The Business Case for CSR
1100 – 1200	<b>CSR &amp; Governance</b> Theories of Corporate Governance • The 'Drivers' of Corporate Governance Reform
1200 – 1215	Break
1215 – 1420	<b>CSR &amp; Governance (cont'd)</b> International Developments in Corporate Governance • Commentary from a CSR Perspective
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Three

**Day 4: Wednesday, 18<sup>th</sup> of September 2024**

0730 – 0930	<b>CSR Reporting</b> The Nature, Challenges & Emergence of CSR Reporting • The Upsurge in CSR Reporting Since the Early 1990s
0930 – 0945	Break
0945 – 1100	<b>CSR Reporting (cont'd)</b> Conventional Financial Reporting & CSR Reporting • Reporting Issues for Corporate Management
1100 – 1200	<b>Stakeholder Management &amp; Engagement</b> Meaning & Origins of Stakeholder • CSR Standards
1200 – 1215	Break
1215 – 1420	<b>Stakeholder Management &amp; Engagement (cont'd)</b> Stakeholder Consensus: Deviance & Uniformity • Government & Governance
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Four

**Day 5: Thursday, 19<sup>th</sup> of September 2024**

0730 – 0930	<b>Socially Responsible Investment</b> The Origins & Development Of SRI • Sustainable Investing
0930 – 0945	Break
0945 – 1100	<b>Socially Responsible Investment (cont'd)</b> Types Of SRI Analysis & Practice • Engagement
1100 – 1200	<b>Socially Responsible Investment(cont'd)</b> Other SRI Approaches • SRI Performance • SRI Index Performance
1200 – 1215	Break
1215 – 1345	<b>Socially Responsible Investment (cont'd)</b> SRI Fund Performance • Market Growth • Trends in SRI
1345 – 1400	<b>Course Conclusion</b>
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course

**Practical Sessions**

80% of this highly-interactive course is hands-on practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



**Course Coordinator**

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