

Truly Global Focus. Truly Global Delivery.

Executive Certificate in Corporate Social Responsibility

Develop your understanding of CSR as a system where businesses monitor and ensure their active compliance with the law, ethical standards, and international guidelines to create a sustainable value chain. Gain the knowledge and skills to analyze and develop a global CSR plan, and create sustainable systems to grow the financial and social value of your organization. The three-course online certificate program consists of:

PRINCIPLES OF CSR & SUSTAINABILITY

- Define global corporate citizenship and sustainability from a business perspective.
- Focus on the business significance of sustainability, and the importance of corporate social responsibility.
- Develop an understanding for solution strategies through online simulation exercises.

STRATEGIC APPLICATIONS OF CSR

- Learn how to strategically manage CSR within your organization.
- Define how you will commit to improve your company's sustainability performance.
- Analyze the profit spectrum, and see how you can create both financial and social value for your company.

CORPORATE ENVIRONMENTAL SUSTAINABILITY & INNOVATION

- Gain an understanding of the science, policy, and business implications of global climate change.
- Understand the idea of energy efficiency, and its contribution to sustainable business practices.
- Identify the role of system design in fostering economically viable value cycling.

CERTIFICATE DETAILS

Get a world-class global education.
Anytime, anywhere.

TUITION COST (USD)

\$1,980 per course
\$4,752 per 3-course track (a 20% savings)
Corporate pricing available for groups
of three or more.

COURSE CREDIT

3 Continuing Education Units per course
9 Continuing Education Units per
executive certificate

VIEW THE DEMO

Experience the certificate programs at:
online.thunderbird.edu/demo

CERTIFICATE FACULTY



The Executive Certificate in Global Corporate Social Responsibility was developed by former Thunderbird Professor Gregory Unruh, Ph.D. Professor Unruh is a leading expert in the role of technological innovation in addressing the challenges of global sustainability, and author of, *Earth, Inc.*

Comprehensive curriculum. Quality instruction.

WHY THUNDERBIRD ONLINE

World-class continuing education from Thunderbird, the world's #1 ranked school in international business. Professional development on your schedule with 100% online content. Access to the highest quality academic experience with no related travel expense.

CERTIFICATE FACULTY

Thunderbird's faculty are recognized for their innovative teaching methods, global best business practices, ground-breaking research and commentary, and viewpoints on all aspects of international business.

ENHANCE YOUR GLOBAL SKILL SET

Thunderbird Online's facilitated professional development programs are designed for busy professionals around the globe including:

🌐 WORKING PROFESSIONALS:

Improve your marketability in today's competitive global marketplace

🌐 EXPERIENCED EXECUTIVES:

Further expand your knowledge in a specific global business focus area

🌐 POTENTIAL DEGREE CANDIDATES:

Get a sample of the top-ranked Thunderbird degree curriculum



CERTIFICATE FORMAT

Each 8-week online course consists of:

- 2 - 3 hours of content per week
- Video lectures & podcasts
- Case studies & vignettes
- Interactive, multimedia activities
- Quizzes & checkpoint questions
- Facilitated discussion forums
- Global networking opportunities
- End-of-course assessment

PARTICIPANT TESTIMONIAL

"I recently took the online Executive Certificate in Global Corporate Social Responsibility. I enjoyed the courses, the methodology, and the professor tremendously. This certificate opened my mind to explore areas of sustainability. My professor was top notch, and the methodology made the class fun and easy to learn."

Certificate Format



Coursework and learning objectives:

Each weekly course segment clearly indicates the week's specific learning objectives, interactive activities, video lectures, and case studies.



Lecture capture software:

Thunderbird faculty lectures and presentations reinforce your weekly learning material.



Interactive multimedia activities:

Interactive activities are designed to provide you with a hands-on approach to strengthen your understanding of the course material.



Case studies:

Intensive case analyses enable you to apply the concepts learned to real-life examples.



Facilitated discussion boards:

Forums are facilitated by subject matter experts and are designed to promote discussion with your fellow global business professionals.



Quizzes and assessments: Online quizzes and checkpoint questions help to determine your understanding of the course material.

ABOUT THUNDERBIRD

Thunderbird is the world's #1 ranked school of international business with nearly 70 years of experience developing leaders with the global mindset, business skills, and social responsibility necessary to create real, sustainable value for organizations, communities, and the world. Learn more: www.thunderbird.edu



A unit of the Arizona State University Knowledge Enterprise



Syllabus Course 1: Social & Corporate Voluntary Sector Leadership

Week 1: Overview of Corporate Citizenship

- Understand the complexity of corporate citizenship issues.
- Identify the range of all corporate players involved.
- Recognize the risks of mismanaging corporate citizenship.

Week 2: The Tragedy of the Commons

- Understand the nature of the Tragedy of the Commons.
- Recognize commons-like problems.
- Distinguish valuable solution strategies.

Week 3: Drivers of Corporate Responsibility

- Describe the Drivers Framework.
- Systematically identify CSR responsibility and where your company's CSR responsibilities lie.
- Begin to assess your organization in the context of the Drivers Framework.

Week 4: Non-governmental Organizations

- Understand the role of NGOs in corporate citizenship.
- Identify different types of NGOs.
- Describe NGOs corporate engagement strategies.
- Begin identifying influential NGOs in your industry.

Week 5: Suppliers and Input Markets

- Identify the different input markets.
- Understand how input markets drive corporate citizenship.
- Begin to identify corporate citizenship market pressures in your industry.

Week 6: Changing Perspectives


- Reframe drivers as opportunities.
- Learn how to apply the pressures and signals that drive sustainability through a comprehensive case study.
- Leverage drivers as sources of useful information.
- Identify and understand how to collaboratively approach corporate citizenship.

Week 7: Solution Networks

- Focus on how to improve the sustainability performance of your company through solution networks.
- Identify the success factors for solution networks.
- Understand and evaluate partnering strategies in solution networks.

Week 8: Towards Strategy

- Reframe the drivers as sources of useful information.
- Use resources in the context of your own company.
- Respond to specific corporate citizenship questions.



Syllabus Course 2: Strategic Applications of CSR

Week 1: Introduction

- Become familiar with the elements of a CSR Strategy.
- Understand the importance of clarifying CSR.
- Understand the role of CSR commitments.
- Learn the basics of capturing value from CSR commitments.

Week 2: Clarifying Corporate Responsibility

- Learn about the process of clarifying CSR.
- Explore the importance of corporate history, vision and values.
- Identify the role of external stakeholders in clarifying CSR.
- See the role company founders play in setting the initial culture of a company.

Week 3: Committing to Improvement

- Move from clarifying responsibility to taking action.
- Describe the role of public commitments in CSR strategy.
- Explain the function of annual social responsibility reporting.
- Recognize the emerging expectations around annual reporting.

Week 4: Capturing the Value of CSR

- Realize the importance of capturing the value created from CSR efforts.
- Explain the role of annual reporting in value capture.
- Recognize the difference between tangible and intangible CSR value.
- Describe the challenges of intangible CSR valuation and capture.

Week 5: The Social Responsible Business Spectrum

- Explore the idea of a social responsible business spectrum.
- Learn the major differences between traditional for-profit and non-profit organizational models.
- Identify ways that both for-profit and non-profit organizations are adopting aspects of each other's models.
- Broaden the options for strategic thinking about corporate social responsibility.

Week 6: Non-Profit or Business?

- Examine an example of a "social enterprise."
- Learn how the historically non-profit sector is learning from for-profit business.
- Explore ideas from the social enterprise sector that can provide insight for CSR strategists.
- Learn how corporations might be able to create business models that allow them to serve the poor markets responsibly and profitably.

Week 7: Business with Social Impact

- Discover the pros and cons of having a social mission embedded in the reason a company was founded.
- Explore ideas from the social enterprise sector that can provide insight for CSR strategists.
- Understand why historically unattractive business markets in low income economies can actually be interesting opportunities for the right company.

Week 8: Creating a CSR Strategy

- Apply the CSR strategy concepts to a real life case or example.
- Survey how well a company has clarified its social responsibilities.
- Evaluate the appropriateness of a company's CSR commitments.
- Assess how well a company is capturing the value of its CSR efforts.



Syllabus



Course 3: Corporate Environmental Sustainability & Innovation

Overview of Corporate Environmental Sustainability & Innovation

The Corporate Environmental Sustainability and Innovation course within the online Executive Certificate in Global Corporate Social Responsibility will enhance your understanding of sustainable product development and design, and how to incorporate corporate sustainability initiatives into your organization's strategy.

- Understand environmental sustainability and how it relates to you.
- Learn how an existing company can be part of the "green game."
- Further develop your understanding of sustainable product development, and how that will enable you to create a sustainable value chain.
- Define eco-efficiency and find your win-win sustainability strategy.
- Understand the real meaning of sustainability and what it means in setting standards for all business products.
- Outline sustainability as a growth driver for your organization and community.
- Understand "The biosphere rules," and enhance your knowledge through online discussions.

What Will Be Covered in Your 8-Week Professional Development Course?

- Week 1: Introduction to Corporate Environmental Sustainability & Innovation
- Week 2: Energy & Climate
- Week 3: Resources & Supply
- Week 4: Sustainable Product Principles Overview
- Week 5: Sustainable Product Strategy 1 - Energy Efficiency
- Week 6: Sustainable Product Strategy 2 - Materials
- Week 7: Sustainable Product Strategy 3 - Value Cycling
- Week 8: Conclusion