Training Course on Corporate Social Responsibility

Professional Development Training Course Outline

Category	Development	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Corporate Social Responsibility (CSR) has emerged as a critical component for businesses seeking sustainable growth while addressing societal and environmental concerns. In today's interconnected world, stakeholders expect organizations to go beyond profit-making and actively contribute to social well-being. This training course equips participants with the knowledge and tools to align CSR initiatives with business objectives, creating shared value for both organizations and communities.

The course delves into the key principles of CSR, emphasizing the importance of ethical practices, transparency, and accountability. Participants will learn how CSR impacts brand reputation, employee engagement, and customer loyalty, enabling organizations to stay competitive in a dynamic market. With an emphasis on sustainability, the training highlights strategies for integrating CSR into core business operations.

Programme Curriculum

Training Course on Corporate Social Responsibility

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Course Duration

5 days

Course Objectives

1. Understand the core principles and pillars of CSR.
2. Analyze the impact of CSR on organizational performance and brand image.
3. Explore global trends and best practices in CSR.
4. Develop strategies for integrating CSR into business operations.
5. Design effective CSR policies and frameworks.
6. Monitor and evaluate the impact of CSR initiatives.
7. Understand the role of stakeholders in CSR implementation.
8. Align CSR initiatives with the United Nations Sustainable Development Goals (SDGs).
9. Foster innovation and employee engagement through CSR activities.
10. Address challenges and risks associated with CSR initiatives.

Organizational Benefits

1. Enhanced brand reputation and public trust.
2. Increased employee satisfaction and retention through meaningful engagement.
3. Better risk management by addressing social and environmental concerns.
4. Strengthened relationships with stakeholders, including customers and investors.
5. Improved compliance with legal and regulatory standards.
6. Greater competitive advantage in the market.
7. Contribution to sustainable development and positive societal impact.
8. Increased customer loyalty through responsible business practices.
9. Access to new markets through CSR-driven innovation.
10. Long-term financial benefits through sustainable business models.

Target Participants

This course is ideal for CSR managers, sustainability officers, business leaders, HR professionals, marketing executives, NGO representatives, policymakers, and academics interested in corporate sustainability and social responsibility.

Course Outline

Module 1: Introduction to CSR

1. Definition and importance of CSR.
2. Historical evolution of CSR.
3. Key pillars: Environmental, Social, and Governance (ESG).
4. CSR frameworks and standards (e.g., ISO 26000, GRI).
5. Case Study: CSR success story from a global corporation.

Module 2: Stakeholder Engagement in CSR

1. Identifying key stakeholders.
2. Building effective stakeholder relationships.
3. Stakeholder impact analysis.
4. Communicating CSR initiatives.
5. Case Study: Community engagement by a multinational company.

Module 3: Designing and Implementing CSR Strategies

1. Aligning CSR with business objectives.
2. Crafting CSR policies and programs.
3. Budgeting and resource allocation for CSR.
4. Integrating CSR into organizational culture.
5. Case Study: CSR strategy transformation in a regional company.

Module 4: Measuring CSR Impact

1. Importance of impact measurement.
2. Tools and techniques for monitoring and evaluation.
3. Reporting CSR outcomes.
4. Key performance indicators (KPIs) for CSR.
5. Case Study: CSR impact report from a leading organization.

Module 5: CSR and Sustainable Development Goals (SDGs)

1. Linking CSR to the SDGs.
2. Addressing global challenges through CSR.
3. Innovative CSR initiatives aligned with SDGs.
4. Building partnerships for sustainable development.
5. Case Study: Company CSR aligned with SDG priorities.

Module 6: Overcoming CSR Challenges

1. Identifying common CSR challenges.
2. Risk management in CSR.
3. Addressing greenwashing and transparency issues.
4. Ethical decision-making in CSR practices.
5. Case Study: Lessons learned from a CSR failure.

Training Methodology

1. Interactive Lectures: Expert-led sessions providing foundational knowledge and emerging trends.
2. Case Studies: Analysis of real-world CSR programs to understand practical applications.
3. Group Discussions: Collaborative discussions to foster idea sharing and critical thinking.
4. Workshops: Hands-on activities for designing CSR strategies and initiatives.
5. Role-Playing: Simulations to practice stakeholder engagement and decision-making.
6. Action Plans: Development of individual or group CSR action plans to apply learning in a practical context.

This course promises to empower participants with the tools, insights, and inspiration needed to drive impactful CSR initiatives, making organizations more responsible and resilient.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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