



Certificate and Diploma
of Advanced Studies

Session 2012

www.corporateresponsibility.ch

CORPORATE SOCIAL RESPONSIBILITY



UNIVERSITÉ
DE GENÈVE





CORPORATE SOCIAL RESPONSIBILITY

DIPLÔMES, MASTERS ET CERTIFICATS DE FORMATION CONTINUE HEC:

GESTION D'ENTREPRISE · CONTRÔLE DE GESTION · CRÉATIONS DE LUXE ET MÉTIERS DE L'ART · E-BUSINESS & E-COMMUNICATION · ENTREPRENEURSHIP & BUSINESS DEVELOPMENT · GESTION DES RESSOURCES HUMAINES · GESTION DES RISQUES D'ENTREPRISE · GESTION QUANTITATIVE DE PORTEFEUILLE · GESTION ET MANAGEMENT DANS LES ORGANISMES SANS BUT LUCRATIF · MANAGEMENT DE PROJETS · MANAGEMENT DES INSTITUTIONS DE SANTÉ · MANAGEMENT DES INSTITUTIONS SOCIALES · MANAGEMENT STRATÉGIQUE ACHATS, LOGISTIQUE ET APPROVISIONNEMENTS · NORMES INTERNATIONALES IFRS / IPSAS · SÉCURITÉ DES SYSTÈMES D'INFORMATION · STRATÉGIE EN MARKETING · STRATÉGIE MARKETING, COMMUNICATION & E-BUSINESS · COMMODITY TRADING · CORPORATE SOCIAL RESPONSIBILITY · MANAGEMENT 2.0 TELECOMMUNICATIONS & INTERNET · EXECUTIVE MBA · MBA EN EMPLOI · INTERNATIONAL ORGANIZATIONS MBA (IOMBA)

Certificate of Advanced Studies

CORPORATE SOCIAL RESPONSIBILITY



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CORPORATE SOCIAL RESPONSIBILITY



OBJECTIVES

- *UNDERSTANDING THE DIFFERENT ASPECTS OF CSR AND SUSTAINABILITY WITH THE AIM TO MAKE IT PRACTICAL IN DIFFERENT STRATEGIC AND OPERATIONAL ENVIRONMENTS.*
- *MASTERING THE CSR AND SUSTAINABLE DEVELOPMENT DECISION-MAKING TOOLS AND ANALYTICAL INSTRUMENTS USED BY INSTITUTIONS TODAY, AND LIKELY TO BE USED IN THE FUTURE.*
- *PROMOTING CSR SKILLS OF INDIVIDUALS SO THAT THEY MAY PLAY AN IMPORTANT ROLE IN MAKING THE CONCEPT EVEN MORE WIDESPREAD THAN IT IS TODAY.*

AUDIENCE

The CSR Certificate and Diploma addresses the needs of professionals in Private companies, NGOs, International organisations and Governments who are currently involved or would like to be involved in CSR and/or who wish to make the concept of CSR applicable in their institution.

STEERING COMMITTEE

Prof. **Michael HOPKINS**, Course Founder & Director, CEO, MHC International Ltd (MHCi) and Professor, Middlesex University Business School, London

Prof. **Bernard MORARD**, Dean, Faculty of Economic and Social Sciences, University of Geneva

LECTURERS

Top level professionals in the CSR community will lead the various modules. They will be the above scientific committee as well as leading authorities drawn from the corporate, international organisation and public world - eg Nestle, Cargill, Dow Jones, Intel, Henley Management College, UBS, SGS, GRI, WEF, WBCSD, WWF, ILO, UNEP, UNCTAD, UNRISD, etc.

SCIENTIFIC COMMITTEE

Prof. **Andrea BARANZINI**, HEG, Geneva Switzerland
Prof. **Jem BENDELL**, Lifeworth Consulting and Griffith Business School, Australia
Prof. **Beat BÜRGENMEIER**, University of Geneva
Mr **Christopher H. CORDEY**, Wholebeauty, Nyon, former student CAS CSR
Dr **Simone DE COLLE**, Darden Business School, USA
Dr **Catherine FERRIER**, University of Geneva
Prof. **Abby GHOBADIAN**, Henley Business School, UK
Prof. **Adrian HENRIQUES**, Adviser Stakeholder Dialogue, Founder Member of AccountAbility
Mr **Ivor HOPKINS**, Travelife auditor on Sustainable Tourism, London, UK
Dr **Thomas OSBURG**, Intel GmbH, Germany
Dr **Djordjija PETKOSKI**, former Head, CSR, WBI and Fellow, Harvard Business School
Dr **Tom STEPHENS**, former World Bank, USA

ORGANISATION

The **CERTIFICATE** has 9 modules, including the preparation of a thesis, over the period **JANUARY 2012** to **JUNE 2012**. Each teaching module of 2.5 days lasts 20 hours each month, starting on a Thursday evening, all day Friday and all day Saturday. A module consists of 6-8 hours preparation, formal lectures, case studies and practical work. Each module will be evaluated individually and can be taken separately. To obtain the Certificate, all 9 modules must be passed including the written thesis i.e. 160 hours of course work, 50-60 hours preparation, plus thesis. It will represent 30 credits of ECTS (European Credit Transfer and Accumulation System).

The **DIPLOMA** has 11 teaching modules over the period **JANUARY 2012** until **OCTOBER 2012**. To obtain the Diploma, the Certificate must first be completed and 2 additional modules must be passed. The Diploma represents 36 credits of ECTS. The Certificate and Diploma courses can be followed over a period of 2 years, with a small supplement. However, priority will be given to participants who intend to complete the programme in one year.

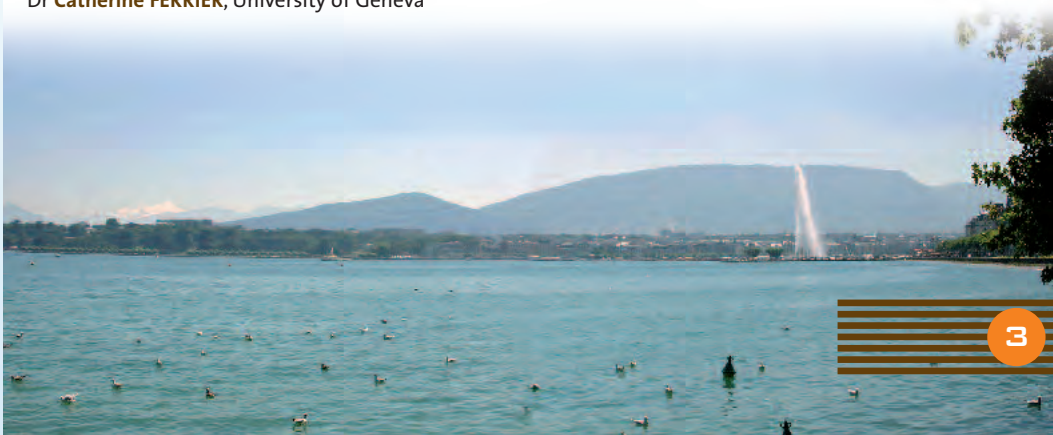
Presence is compulsory during the modules should the target be to complete the Certificate. As such, absences should be avoided and only taken for pressing circumstances that must be justified. Refreshments will be provided at appropriate times including light snacks on the Thursday evening.

ASSOCIATED EVENTS AND ALUMNAE ASSOCIATION

Graduates from previous years (2008-2011) CAS and Summer Schools have formed an alumnae association. Also the University of Geneva CSR Centre with MHCi runs a series of Monthly CSR seminars in Geneva on the Thursday lunch before the module over 12.00 to 14.00 including lunch for a modest fee (see www.corporateresponsibility.ch). MHCi with the CSR Centre also runs a monthly free 'Happy Hour' CSR Meetup from 18.30 on the second Wednesday of each month (see and register on <http://www.meetup.com/CSR-Meetup-Geneva/>).

COORDINATION

Dr **Catherine FERRIER**, University of Geneva





PROGRAMME

1 INTRODUCTION TO CONCEPTS, CSR AND INTERNATIONAL SUSTAINABLE DEVELOPMENT *12-14 JANUARY 2012*

What is CSR all about: definition, theory, links to other concepts. CSR strategy and overall theme of course. Social reports: from principles to practice. CSR in emerging market economies. BP Pipeline case study.

Prof. **Michael HOPKINS**, CEO, MHCi, Professor of Corporate & Social Research, Middlesex University, London, former ITT, ILO, World Bank

Dr **Tom STEPHENS**, CEO, Prescient and former World Bank

Dr **Richard ANKER**, former ILO, Living wage

2 CSR AND ETHICS *2-4 FEBRUARY 2012*

Theory and practical application of ethics within organisations: an ethical dilemma board game. The Q-RES ethics model and other CSR ethical management systems. Corporate codes of ethics: concepts and methodology for their design and implementation.

Dr **Simone DE COLLE**, Lecturer in Business Ethics, Dublin City University, Ireland

Dr **Christian LEITZ**, Ethics Manager, UBS, Zurich

Dr **Thomas OSBURG**, CR Manager for Europe, Intel GmbH

3 CSR AND MEASUREMENT *1-3 MARCH 2012*

Key impact indicators. Business case for CSR. Ranking systems such as Dow Jones Sustainability Index (DJSI). Measurement systems such as Global Reporting Initiative, CSR Award Criteria, Donna Wood / Hopkins measurement model and case study.

Prof. **Michael HOPKINS**, CEO, MHCi, Professor of Corporate & Social Research, Middlesex University, London

Mr. **Antoine MACH**, Director, Covalence, Geneva

Mr **Bastian BUCK**, Technical Development Manager, Global Reporting Initiative, Amsterdam

Mr. **Edoardo GAI**, Head of Sustainability Services, DJSI, Zurich

4 CSR FROM THEORY TO PRACTICE: SUSTAINABLE TRAVELS AND SMES *22-24 MARCH 2012*

Stakeholder engagement. CSR in two key business areas : (a) tourism and travel, and (b) Small Medium Sized Enterprises. Social accounting and accreditation. AA1000, SES, Transparency and ISO 26000. Environment in CSR and Carbon footprint. Personal responsibility and accountability.

Mr **Ivor HOPKINS**, Advisor on Sustainable Tourism and personal responsibility

Prof. **Adrian HENRIQUES**, Visiting Professor of Accountability and CSR, Middlesex University, UK Expert NGO representative to ISO 26000

Dr **Catherine FERRIER**, Environmental Policy Specialist, University of Geneva

5 CSR, SUSTAINABLE FINANCE AND BUSINESS CASE *19-21 APRIL 2012*

Positive and negative effects of CSR on a company's bottom line. Socially Responsible Investment.

Mr **Graham SINCLAIR**, Principal and ESG Investment Architect, Sinclair and Company;

Adjunct Professor, Kenan-Flagler Business School, University of North Carolina-Chapel Hill.

Dr **Stephen MILLER**, UNCTAD

Mr **Jean LAVILLE**, Deputy Director, Ethos Foundation

6 CSR, HUMAN RIGHTS AND SUPPLY CHAIN

10-12 MAY 2012

Supply chain standards. Workplace standards (SA 8000, FLA, ILO). Human rights in local workplaces. ISO 26'000. CSR communication.

Prof. **Michael HOPKINS**, CEO, MHCi, Professor of Corporate & Social Research, Middlesex University, London

Dr **Elizabeth UMLAS**, Independent Consultant on Human Rights, Geneva

Ms **Christine CAREY**, Director, CAREY Research & Consulting, Switzerland

Mr **Bart SLOB**, Senior Researcher, SOMO - Centre for Research on Multinational Corporations, Amsterdam

7 CSR STAKEHOLDER RELATIONS AND SUSTAINABLE DEVELOPMENT

31 MAY-2 JUNE 2012

Myths and realities of stakeholder relations and sustainable development, through a mix of lectures, student presentations, role plays, reflection of personal experience and games.

Prof. **Jem BENDELL**, Director, Lifeworth Consulting, Visiting Professor, IE Business School, Madrid

Dr **Peter UTTING**, Deputy Director, UNRISD

8 CSR AND STRATEGIC MANAGEMENT

14-16 JUNE 2012

What does CSR imply for management ? CSR and corporate governance issues. Is CSR part of strategic management or vice versa? Next steps for CSR managers. Preparation by students of short videos on CSR.

Prof. **Michael HOPKINS**, CEO, MHCi, Professor of Corporate & Social Research, Middlesex University, London

Prof. **Abby GHOBADIAN**, Henley Business School, UK

Prof. **Adrian PAYNE**, Former Professor of CSR, Hult International University

9 SUBMISSION OF THESIS

30 JUNE 2012

Prof. **Michael HOPKINS**, CEO, MHCi, Professor of Corporate & Social Research, Middlesex University, London

The thesis should be submitted by **30 JUNE 2012**

ADDITIONAL DIPLOMA MODULES (OPTIONAL)

10 GOVERNANCE, CHANGE MANAGEMENT, COMMUNICATION AND SOCIAL MEDIA

30 AUGUST - 1 SEPTEMBER 2012

CSR in NGOs and Public Institutions; Responsible Leadership

Prof. **Michael HOPKINS**, CEO, MHCi, Professor of Corporate & Social Research, Middlesex University, London

Ms **Melissa DAVIS**, CEO, Truebranding, London, UK

Mr **Christopher H. CORDEY**, Wholebeauty, Nyon, Switzerland

11 REPORTING AND PRACTICAL ACTIONS IN CSR AND SUSTAINABLE DEVELOPMENT

29 SEPTEMBER - 1 OCTOBER 2012

Analyse CSR (or CR or CS or similar) Company reports and CSR strategy (or similar); assess measurement tools used; examine business case.

Prof. **Michael HOPKINS**, CEO, MHCi, Professor of Corporate & Social Research, Middlesex University, London

Dr **Catherine FERRIER**, Environmental Policy Specialist, University of Geneva

Prof. **Adrian PAYNE**, Former Professor of CSR, Hult International University (tbc)

PRACTICAL INFORMATION

Certificate and Diploma awarded

The **CERTIFICATE** of Advanced Studies in **Corporate Social Responsibility** will be awarded by the **Faculty of Economic and Social Sciences of the University of Geneva** after successfully completing the 9 modules including presenting a thesis. It represents 30 ECTS credits (European Credit Transfer and Accumulation System).

The **DIPLOMA** of Advanced Studies in **Corporate Social Responsibility** will be awarded by the **Faculty of Economic and Social Sciences of the University of Geneva** after successfully completing the 11 modules including presenting a thesis. It represents 36 ECTS credits. Previous holders of the CSR Certificate from the University of Geneva automatically qualify for the Diploma course.

Schedule

Thursday : 1700 - 2100

Friday : 0900 - 1300 ; 1400 - 1800

Saturday : 0900 - 1300 ; 1400 - 1800

Location

University of Geneva • Uni Mail
Bd du Pont d'Arve 40 • CH 1211 Geneva 4

Language

The Certificate and the Diploma are taught in English.

Admission requirements

A recognised University degree or equivalent, or significant professional experience.

Applications will be reviewed by the Scientific Committee. Priority will be given to those who wish to complete all modules.

Fees

- CHF 8'500 for the complete Certificate programme (9 modules + the preparation of a thesis)
- CHF 2'400 for the two additional modules to obtain the Diploma
- CHF 1'700 for each module taken separately

(Payment may be settled through periodical installments over the course duration, upon prior written agreement from the course coordinator)

For Geneva taxpayers, a "Chèque-Formation Emploi" of CHF 750 per year (for 3 years) can be acquired under certain conditions. For more detailed information, please contact:

www.geneve.ch/ofpc.

Registration and further information

- Last date for registering for the complete set of modules: **November 1st 2011**
- To follow individual modules only : please register at least one month before.

Please complete either the online or the attached registration form and return it, along with a copy of your CV, copy of your diplomas, a 10-line biosketch, a picture of yourself in jpg format and a short note explaining how the course would help you and what you expect from it, to:

CSR / Faculty of Economic and Social Sciences

Dr **Catherine Ferrier**

University of Geneva, Bd du Pont d'Arve 40 - CH 1211 Geneva 4

Tél: +41 (0)22 379 89 35 • Fax: +41 (0)22 379 81 04 •

E-mail: csr@unige.ch • www.corporateresponsibility.ch



CSR ADVANCED STUDIES GRADUATE SAY:

“... In my daily job, I was tackling only what we called internally: “Corporate Philanthropy” activities and I realized there is much more to it than I expected. We had very interesting speakers from various industries, CSR specialists and professors and it was very interesting to be able to not only read about theory - but also understand how it works in other companies. I can now liaise with other departments and better understand the implications of CSR throughout the entire company. You can only become passionate about CSR because once you put one foot into the CSR world you just can't exit anymore.”

Philanthropic Manager, FMCG Company

“... As a luxury management consultant, the CAS CSR course was exceptionally fruitful. It gave me the necessary theoretical base to assist luxury and beauty companies to leverage the benefits of sustainability and hopefully to make them understand that they have to become more accountable and responsible. Great mind opener and networking course.”

Sustainable Luxury Consultant

“... Thanks again for the great insight you and the other lecturers have provided in the course. It has been of great value.”

CSR Manager, Travel agency

“... I would like to thank you again for the highly interesting course, which opened to me a new and very interesting universe I would like to continue to work on.”

CSR Manager, NGO

“... We had a lot of interactive and inspiring modules. I did enjoy the thought-provoking role plays we did during the various modules. What I also realised afterwards was that Geneva University was a step ahead in terms of curriculum and course format.”

CSR Manager, Communication agency.

“...It has been a great learning exercise which I have enjoyed very much. I hope it will be helpful in my next career move in the CSR field. Thanks again for your inspiration and support.”

Former Brand Manager, Nestlé.

Thank you very much for a great ending of the CSR program. I think we all enjoyed the days together last week. I appreciate now to have a network of people who have been through the same learning experience that I have been. Overall I am happy I signed up for the program and have learned a lot. You have an incredible network and I think that is the real strengths of the course; to listen to all this experts in their field.

CSR Consultant.





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Corporate Social Responsibility and International Development

Economic and Social Faculty of University of Geneva

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