



### ***Aim of the degree programme***

CSR is getting more and more important to enterprises, public institutions, and non-profit organisations as none of those (companies, authorities and NGOs) can shirk their social, economic and ecological responsibilities nowadays.

Specialists are now required who are able to integrate responsibility, sustainability and CSR into their organisational strategies and operations.

This programme offers a well founded and practice oriented education for CSR managers. The programme focus is on interactively working out solutions and improvements for everyday projects carried out by the participants. The methods acquired will be tested in depth.

The graduates are required to acquire skills to set up CSR projects efficiently and professionally, to meet new requirements, and implement and perfect current and future CSR projects. All this is to be accomplished by using state-of-the-art methods, step-by-step tools, and also the most efficient external and internal communication measures.

### ***CONTENTS:***

- Principles and topics in CSR
- Development of CSR strategies
- Implementation of CSR Projects
- Stakeholder Engagement
- Ethics and Concepts of Human Nature in Social Work
- Intercultural Competence
- Legal and financial Aspects
- Environmental Management
- Zero-Carbon Economy
- Diversity Management
- Further Development and Documentation
- Indicators and Evaluation Methods
- European and International Dimensions
- Handling International Norms, Audits, and Certifications
- The CSR-Report as a New Communication Tool in Organisations
- Examples of Good Practice

### **Target Groups**

- Top managers in private and public sectors
- People in charge with CSR
- PR-Managers and PR Councillors
- Business & Strategy Consultants
- HR Managers
- Project Managers
- Top managers in NGOs
- Auditors

### **COURSE PERIOD:**

1 year, starting September 2011.

9 weeks Bucharest &

2 weeks Vienna part-time

### **Deadline & Application Form:**

31<sup>st</sup> July 2011;

office@cccro.org

For more information on the training and the application process, please visit our website: [www.cccro.org](http://www.cccro.org)