



PROFESSIONAL CERTIFICATION AND CONFERMENT AS

# CERTIFIED CORPORATE SOCIAL RESPONSIBILITY PRACTITIONER

Corporate Social Responsibility (CSR) can be understood as a management concept and a process that integrates social and environmental concerns in business operations and a company's interactions with the full range of its stakeholders.

In today's economic and social environment, issues related to social responsibility and sustainability are gaining more and more importance, especially in the business sector. Business goals are inseparable from the societies and environments within which they operate. Whilst short-term economic gain can be pursued, the failure to account for longer-term social and environmental impacts makes those business practices unsustainable.

The program is designed to provide an in-depth knowledge of CSR to help managers reach corporate, community and strategic goals. It also offers an extensive blend of theories and practises in this field. The program serves as an excellent foundation for participants to understand in detail how to establish CSR projects that engage the community to have an impact to society in a win-win situation.

Malaysian Institute of Human Resource Management is a member of the World Federation of People Management and Asia Pacific Federation of Human Resource Management

## ADMISSION REQUIREMENTS

Diploma in any disciplines

### OR

Individual who are interested in acquiring in-depth knowledge of CSR and who are considered suitable by the Program Director.

## COURSE SCHEDULE

Duration: 40 hours (3 days)

Schedule: Weekdays / Weekends

## COURSE ASSESSMENT

Assignment & Project Paper

## MEDIUM OF INSTRUCTION

The program would be conducted in English language

### The Faculty

The faculty will comprise experts in the field of CSR and will include leading CSR, HR and public relations practitioners, consultants and academicians.

### Course Fee

RM3000 + 6% GST

Fee Inclusive of course notes and examinations



## COURSE OUTLINE

The objective of the program is to equip participant with the right knowledge and skills. It will enhance implementation with greater knowledge and application plus creativity and innovation in all Corporate Social Responsibility programs.

## COURSE STRUCTURE

The duration of the course is approximately 40 hours covering teaching units with examinations, assignments and project paper.

Module	Topic	Duration
1	Define CSR & Its Concept	4 Hours
2	CSR Importance in Relative Terms & Branding	6 Hours
3	Examine CSR Strategy Development	6 Hours
4	Sustainable Environment Fundamentals	4 Hours
5	Discover Best Practices of Organizations	6 Hours
6	Putting Theory into Practice	6 Hours
	Final Exam	3 Hours
	Application of CSR	2 Hours
	Project Paper & Presentation	2 Months

## COURSE CONTENT

### UNIT 1: INTRODUCTION, SCOPE, BRANDING AND CSR STRATEGIES [16 HOURS]

- CSR Definitions explored
- Financial Value of Social Responsibility
- Types of Social Responsibility: Sustainability
- Types of Social Responsibility: Ecocentric Management
- Arguments for and against Corporate Social Responsibility
- Corporate Social Responsibility, an Overview & Goals
- Types of Social Responsibility: Philanthropy
- Reinforcement

### UNIT 2: CSR SUSTAINABILITY AND BEST PRACTICES [16 HOURS]

- What competitive advantages could be realized as a result of engaging in the local community and global sustainability?
- In what ways can a company put more back into the world than it consumes?
- How would you define compassionate capitalism?
- In what ways can an organization measure its impact in terms of sustainability?
- Five important lessons
- Discover smart initiatives
- Market factors

### UNIT 3: APPLICATION, PRACTICE AND PROJECT WORK [8 HOURS]

- Practices and implementation review
- Managing your stakeholders
- Project work and Tests

## WRITTEN EXAMINATION

### PROJECT PAPER

- PROJECT PAPER BRIEFING SESSION
- PROJECT PAPER SUBMISSION
- PROJECT PAPER PRESENTATION

## REINFORCEMENT

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

### Approach & Delivery

Lectures, group work, case studies, reflection exercises videos and several takeaways.

Present CSRs of organizations will be explored together for future envisaged plans.

## REGISTRATION PROCEDURE

1. Complete the Registration Form and submit to MIHRM with RM500.00 as Registration Fee. (Registration Form is available from our website.)
2. Payment of Course Fees shall be made on or before commencement of the program.
3. Mode of Payment : Cheque, money order, bank draft; payable to "Malaysian Institute of Human Resource Management".  
CIMB Bank Berhad : Account No: 8002324212 ( For confirmation, please fax "Bank-in Slip" to MIHRM via fax no: 03-79554076)

