CORPORATE SOCIAL RESPONSIBILITY
AND SUSTAINABLE COMPETITIVENESS

A Web-based Course

COURSE DESCRIPTION
Over the past decade, a growing number of countries and companies have recognized the benefits of Corporate Social Responsibility (CSR) policies and practices in business. Developing a CSR strategy based on integrity and sound values with a long-term approach offers both business benefits to corporations and positive contributions to civil society as a whole.

This course focuses on:

- Key elements of the policy and business environment that support CSR and how these elements function as an integrated system
- Providing a strong justification on why CSR should be incorporated in corporate business strategy and country development strategy
- Facilitating access to relevant research and data and dissemination of best practices.

BENEFITS
The overall objective of this course is to provide participants an introduction to the fundamental rationale, design and implementation of CSR programs. The course can be used to establish or strengthen CSR policies and practices by focusing on sustainable competitiveness and good governance.

At the company/organizational level, participants will obtain knowledge about applying the general guidelines to develop a CSR infrastructure, facilitating incorporation of CSR in business strategies.

Participants will be able to analyze and develop a strong justification as to why CSR concepts should be an integral part of their corporate and country strategy.

The course links CSR with sustainable competitiveness, attracting quality investors, and the establishment of sustainable and more equitable growth that benefits all segments of society, including the poor. After completion of the course, participants will be able to articulate and defend these relationships.

TARGET AUDIENCE
The course is aimed at high level government officials, business, public sector, and civil society leaders, academics, business students and journalists in transition and developing economies. Furthermore, every opportunity will be taken for joint learning events for clients and Bank staff.

For more information on the World Bank Institute program on Corporate Social Responsibility, please visit: www.developmentandbusiness.org
Particular attention will be given to the involvement of young people who show promise to become future leaders.

**MODULAR COURSE STRUCTURE**

1. CSR – Main Concepts
   *An introduction to what CSR is all about and introduction to the key benefits that sound CSR policies can bring to all stakeholders*

2. Decision-Making Frameworks
   *Provides a sample decision-making framework which is useful in addressing the complexity of CSR issues, particularly at the corporate/organization level.*

3. Corporate Social Responsibility Diamond
   *A comprehensive tool to for systematic analysis of complex CSR issues*

4. Building Sustainable Competitiveness through CSR
   *A framework for analysis of the business case for CSR and integrating CSR into corporate strategy*

5. CSR and the Poor
   *Tools and approaches that can be used to improve the role of business enterprises in poverty alleviation through multi-stakeholder partnerships*


**ADDITIONAL FEATURES**

- Online, interactive, self-paced and self-learning modules.
- Surveys and Tests to test your knowledge and understanding before and after the test.
- Opportunity to post comments, assignment answers, etc.

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**For further information, please contact**

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