

Corporate Social Responsibility

***The Academic CSR Manager
Central Europe Postgraduate Programme***

***Hosted in Bucharest by the Center
for Corporate Citizenship Romania***

Study
on a European
Level



UNIVERSITY OF APPLIED SCIENCES BFI VIENNA

Academic CSR Manager
Further Vocational Education Programme



UNIVERSITY OF APPLIED SCIENCES BFI VIENNA



Academic CSR Manager

Further Vocational Education Programme

Duration:	2 semesters part-time, 350 teaching units
ECTS:	60
Places available:	20
Medium of instruction:	English
Final degree:	“Academic CSR Manager” degree, based on regulation § 14a Abs. 3 FHStG
Deadline for applications:	10 September
Start of studies:	end of September
Study periods:	2 modules in Vienna, Mon-Sat 9.00 am – 6.00 pm 2 modules in Bucharest, Sat-Thurs 9.00 am – 6.00 pm 9 modules in Bucharest, Fri 2.00 pm – 9.00 pm Sat 9.00 am – 5.00 pm
Costs:	The study fee amounts to € 5,620 (VAT excluded) per participant. Instalment payments and special arrangements for enterprises and FH-graduates are feasible on request.

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Aim of the degree programme

CSR is getting more and more important in enterprises, organisations, and non-profit organisations as none of those (companies, authorities, NPOs) can shirk their social, economic and ecological responsibilities nowadays. In future, specialists will be required who are able to organise responsibly and sustainably by implementing CSR strategies.

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

The graduates are supposed 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
- Ethics and Concepts of Human Nature in Social Work
- Intercultural Competence
- Legal and Financial Aspects
- 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 of CSR
- PR-Managers and PR Councillors
- Business consultants
- Project managers
- Top managers in NGOs

Postgraduate Academic CSR-Manager
Central Europe Programme by FH Vienna bfi
 Hosted in Bucharest at the Center for Corporate Citizenship Romania
Schedule 2010 - 2011

			UE	
Modul 01	1	27.09.10	8	Introduction of methodology, terminology and tools of CSR Management
Modul 01	2	28.09.10	8	Introduction of methodology, terminology and tools of CSR Management
Modul 01	3	29.09.10	8	Introduction of methodology, terminology and tools of CSR Management
Modul 01	4	30.09.10	8	Introduction of methodology, terminology and tools of CSR Management
Modul 01	5	01.10.10	8	Basic process identification and analysis
Modul 01	6	02.10.10	8	Basic process identification and analysis
Modul 02	7	15.10.10	8	Analysis of economic, social and environmental areas – first steps
Modul 02	8	16.10.10	8	Understanding input – output of processes
Modul 03	9	05.11.10	8	Process and impact analysis
Modul 03	10	06.11.10	8	Analysing processes using the „slicing“ technique
Modul 04	11	26.11.10	8	CSR & environmental topics - overview
Modul 04	12	27.11.10	8	CSR & environmental topics - best practice
Modul 05	13	13.12.10	8	Stakeholder identification and engagement I
Modul 05	14	14.12.10	8	Stakeholder identification and engagement II
Modul 05	15	15.12.10	8	Business ethics and values
Modul 05	16	16.12.10	8	Energy efficiency programs - company visit (Vienna)
Modul 05	17	17.12.10	8	Corporate governance
Modul 05	18	18.12.10	8	Academic working
Modul 06	19	14.01.11	8	Stakeholder identification and engagement III
Modul 06	20	15.01.11	8	Stakeholder identification and engagement IV
Modul 07	21	04.02.11	8	Labour issues and CSR
Modul 07	22	05.02.11	8	Diversity Management
Modul 08	23	21.02.11	8	CSR strategy development
Modul 08	24	22.02.11	8	CSR – from the idea to reality
Modul 08	25	23.02.11	8	ISO 26000
Modul 08	26	24.02.11	8	First steps of ISO26000 implementation
Modul 08	27	25.02.11	8	CSR in Central-Eastern-Europe (CEE)
Modul 08	28	26.02.11	8	Best practice of CSR in CEE
Modul 09	29	18.03.11	8	Social responsible investment (SRI)
Modul 09	30	19.03.11	8	Financial indicators of SRI
Modul 10	31	08.04.11	8	The final thesis
Modul 10	32	09.04.11	8	CSR in public policies
Modul 11	33	06.05.11	8	International standards
Modul 11	34	07.05.11	8	ISO26000, SA8000, ISO14001, OHSAS18001, GRI
Modul 12	35	27.05.11	8	CSR Performance indicators and benchmarks
Modul 12	36	28.05.11	8	Open Space CSR
Modul 13	38	27.06.11	8	Anti corruption tools
Modul 13	39	28.06.11	8	Communication on CSR internal
Modul 13	40	29.06.11	8	Moderation and presentation of CSR related meetings
Modul 14	41	30.07.11	8	Communication on CSR external
Modul 14	42	01.07.11	8	Implementation of CSR as a management system I
Modul 14	43	02.07.11	8	Implementation of CSR as a management system II
			336	
		Jul – Aug		- Termination of final thesis
		Sep		- final exam in Bucharest
In Vienna				

* In addition to the regular lecturers there will appear numerous guests from industry, NGOs, public administration and international organisations.

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