Knowledge Seekers UK

Corporate Social Responsibility and Services for Universities

15th - 19th April 2024

London - UK

The program can be specially customised to meet the identified training needs of participants and help them contribute to their organizational goals and personal career

Course Overview

Social Responsibility for universities is the principle that drives universities to support students communities and people without expecting direct financial returns. This principle is best demonstrated when social responsibility practices are used to connect the business in the universities to the community by supporting social issues and interests. The difficulty is finding a balance between doing good for the community and its constituents and making sure the practices benefit your university as well. This course covers social service methods, tools, principles & practices, the ethics of social responsibility & services, communicating social responsibility, as well as the challenges of social responsibility & how to deal with them.

Course Aims & Objectives: Upon completion of the course, participants will be able to:

- Explain the history, concepts, and Caroll's four-part definition of social responsibility
- Outline the reasons why social responsibility for universities is important in the public & private sectors
- Recognize how business ethics, social responsibility and corporate governance are converging
- Illustrate the evolution and revolution of social responsibility for universities
- Create a competitive advantage by identifying various social Services challenges
- Implement the ten rules for effective social responsibility communication to reach optimal communication outcome

Training Methodology

This dynamic training course is highly-interactive & encourages delegate participation through a combination of lectures, group discussion, practical exercise, role plays and case studies and simulation applied to real-world sessions designed to reinforce new skills. Though, corporate visits to UK universities are part and parcel of the course, the comprehensive course manual has been designed to be practical, easy to use and facilitate learning. In order to help with establishing individual and universities concerns, delegates will be asked to fill pre-course questionnaire. Participants will be provided an opportunity to identify a case study of his/her own choosing (contingent on the instructor's approval).

Who Should Attend?

This course is highly recommended to professionals working in social services and social responsibility units at universities. Also it could benefit employees of private & public sectors and NGOs, local, regional and international organizations and governments who are currently involved in social services departments development, or who would like to be involved in social responsibility, and wish to apply and embed the concept of social responsibility in their universities.

Corporate Visits

Corporate visits to universities will be arranged to enable participants to attend presentation and meetings with social services professionals from high-rank universities including Regent's university London, University of Kent and Cardiff University. Also the visits will be designed to facilitate exchanging experience with experienced staff at social responsibility units. Also, it would be a great chance for professional networking and building up connections with UK executives.

Course Contents

Basics of Corporate Social Responsibility

- Preliminary definitions of social responsibility
- Corporate citizenship concepts
- Business criticism in a social responsibility cycle
- Historical perspectives
- Evolving view points on social responsibility
- Caroll's four-part definition

The Ethics of Social Services for Universities

- Definitions and relationships
- Organisation ethics developments
- Ways organizations integrate ethics
- Engagement in global code of business ethics
- Making decisions on ethical issues

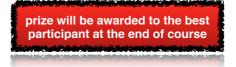## The Importance of Social Responsibility for Universities

▪ People, planet and profits theory
▪ Two views of social responsibility
▪ Should corporations be involved in social service
▪ Arguments for and against social responsibility

The Evolution and Revolution of Social Services in Academic institution

▪ The rise and fall of social service
▪ The failure of SR : three curses
▪ Embracing the future: five principles
▪ Shapeshifting: from of CSR 1.0 to 2.0

Challenges of Corporate Social Responsibility for Universities

▪ Friedman versus Russell
▪ Social responsibility Models and Features
▪ Social service implementation framework
▪ Factors to consider in a business case for CSR

- Dimensions of social responsibility
- The drivers of SR in developing countries
- Common mistakes in social responsibility

prize will be awarded to the best participant at the end of course

Rules for Effective Social Responsibility Communication

- Information relating to social responsibility
- The why and the wherefore
- Social Service must be a boardroom priority
- Extract messages Vs. Embrace dialogue
- Responsible product brands

- Act first, talk later
- Be prepared
- Involve the employees
- Everybody is different
- Become an example of good practice

Course Title	*"Corporate Social Responsibility & Services for Universities"*
Pre- Schedule:	15 - 19 April 2024
Timings:	09:00 AM – 03:30 PM
Fees per participant	£ 4,200 GBP
Training Team	1 professional trainer + 1 facilitator
Venue:	United Kingdom - London	Thistle Marble Arch Hotel
Course fees Include:	▪ Completion Certificate upon successful attendance & participation ▪ Documentation & handout copies + USB memory and full training bag ▪ 2 pick up arrangements from and to London airports ▪ Refreshments and coffee breaks ▪ Discounted accommodation with our special corporate rate @ Thistle Hotel if needed ▪ Assessment and follow up after course ▪ Action plan to help participants on personal career level ▪ Corporate & site visits including transportation

For further details, please contact us:

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