MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CORPORATE SOCIAL RESPONSIBILITY (CSR)

"Build Sustainable Business Practices That Create Lasting Social, Environmental, and Economic Impact."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Corporate Social Responsibility (CSR) has evolved from a voluntary goodwill initiative into a strategic business imperative. Organizations that integrate CSR into their core operations not only enhance their brand reputation but also drive sustainable value creation for stakeholders and society.

The Corporate Social Responsibility (CSR) course provides a comprehensive understanding of CSR principles, frameworks, and implementation strategies. Participants will learn how to design, manage, and measure CSR initiatives that align with organizational goals while promoting ethical, environmental, and social responsibility. The course blends theory with real-world examples, equipping professionals with the skills to lead impactful CSR programs.

Objectives

By the end of this course, participants will be able to:

- Understand the concepts and importance of CSR in today's business landscape.
- Identify and analyze stakeholder expectations and sustainability priorities.
- Develop CSR policies, strategies, and programs aligned with organizational objectives.
- Integrate CSR into corporate governance and business strategy.
- Measure and report CSR performance using global standards (e.g., GRI, SDGs, ESG).
- Manage partnerships with NGOs, governments, and communities.
- Communicate CSR achievements effectively to internal and external audiences.
- Promote ethical leadership and corporate citizenship within the organization.

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Why Attend

This course is essential for professionals aiming to enhance their organization's social impact and sustainability practices. It provides practical tools to develop responsible business strategies that balance profitability with purpose, ensuring long-term organizational growth and stakeholder trust.

Target Audience

This course is suitable for:

- CSR Managers and Coordinators
- Sustainability and ESG Professionals
- Corporate Affairs and Communication Officers
- HR, Compliance, and Legal Professionals
- Marketing and Public Relations Executives
- Business Leaders and Project Managers involved in CSR initiatives

Individual Benefits

- Gain an in-depth understanding of CSR frameworks and global trends.
- Learn to design and manage sustainable CSR programs.
- Develop leadership and stakeholder engagement skills.
- Build credibility as a CSR and sustainability practitioner.
- Improve your ability to align social responsibility with business goals.
- Enhance career growth in sustainability and corporate governance fields.

Organizational Benefits

- Strengthen corporate reputation and stakeholder trust.
- Align business operations with sustainability and ethical standards.
- Improve community engagement and long-term social impact.
- Attract investors and customers who value responsible business practices.
- Ensure compliance with global CSR and ESG reporting requirements.
- Build a culture of sustainability and responsible leadership across teams.

Instructional Methodology

This training program uses an engaging, experience-based learning approach through:

- Expert-led presentations and interactive discussions
- Real-world CSR case studies and best practice examples
- Group workshops for CSR strategy development
- Stakeholder analysis and impact assessment exercises
- Multimedia content and sustainability reporting tools
- Practical assignments and guided feedback sessions

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Course Outline

Module 1: Introduction to Corporate Social Responsibility and Sustainability

Module 2: The Business Case for CSR – Ethics, Governance, and Competitive Advantage

Module 3: Stakeholder Identification, Engagement, and Management

Module 4: Designing and Implementing CSR Strategies and Programs

Module 5: CSR Communication, Branding, and Reporting

Module 6: Measuring Impact – KPIs, SDGs, and ESG Metrics

Module 7: Partnership Development with NGOs and Community Organizations

Module 8: Integrating CSR into Corporate Strategy and Culture

Module 9: Global CSR Standards, Frameworks, and Case Studies

Module 10: Capstone Project – Developing a CSR Action Plan for Your Organization

Certification

Upon successful completion, participants will receive a Certificate in Corporate Social Responsibility (CSR), recognizing their professional knowledge and competence in designing, managing, and communicating CSR and sustainability initiatives.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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