

# BUSINESS SUSTAINABILITY & CORPORATE SOCIAL RESPONSIBILITY



International School  
*Of* Management

— UNLOCKING KNOWLEDGE —

# INTRODUCTION



Businesses all over the world struggle with keeping products and services current while attempting to constantly stay ahead of changing global market demands and innovation, which is now fast paced everywhere. These developments have significant implications for the ability of corporate organisations to remain in competition and act within the rules of the game without either the business or its environment suffering set back or outright damages.

There are two standalone modules in this course; Corporate Social Responsibility (CSR) and Business Sustainability. The former module provides an overview of corporate social responsibility (CSR), focusing on today's interplay between large corporations and governments, intergovernmental institutions, investors and non-governmental organizations (NGOs). The latter module focuses on applying the concepts of sustainable value to create business sustainability through investment strategies, market insight, and operational excellence.

Corporate Social Responsibility (CSR) has progressed from the traditional philanthropy to encompass not only what companies do with their profits, but also how they make them. Through their stakeholder relations and business models, companies now develop policies and practices to respect human rights and help address environmental and social concerns. Companies can also identify opportunities for innovative products, technologies and business models aimed at proactively solving social or environmental challenges.

Students will gain an understanding of how sustainable development and sustainability principles are used as drivers for innovation, collaboration, and transformation. Environmentally-friendly, socially-driven, and capitalism-restricting agendas, and sustainability principles will be discussed as they relate to business sustainability.

This course sets the landscape of sustainability for creating long-term competitive advantage and growth. Students will explore successful sustainable business strategies and the management processes needed to support them.

# LEARNING OUTCOMES

The objectives of this course are to enable students;

1. Identify and understand the socio-economic context and roles of corporations in their environments;
2. Appreciate the interests and the relevance of stakeholders in corporations along with the new strategic position of the concepts of corporate responsibility, accountability and reporting;
3. To become skilled at developing and practising corporate social responsibility, environment accountability and business sustainability reporting;
4. Appreciate both the regulatory and voluntary action in corporate social responsibility.
5. Define sustainability, sustainability leadership, business sustainability, and the sustainable enterprise as it relates to stakeholder value that requires performance on multiple dimensions.
6. Apply sustainability values using a variety of frameworks for engaging in meaningful business sustainability practices.
7. Discuss how any product or service can be sustainable, regardless of its costs, materials, or regulations if attention is paid to fundamental business feasibility and acceleration
8. Select leadership actions that support the natural rhythms of change when engaging with others in continuous process of social change.
9. Demonstrate ability to work effectively with relational power dynamics, strategic partnerships, and risk-taking.

# COURSE OUTLINE

## A. CORPORATE SOCIAL RESPONSIBILITY

1. Introduction to the module, history of CSR and key CSR concepts.
2. Stakeholder Theory and Stakeholder Management
3. Discussion of theories relating to stakeholders and shareholders.
4. The Business Case
5. Exploring the business case for becoming a socially responsible corporation.
6. Sustainable Development
7. Understanding sustainability and sustainable development.
8. Business and Poverty
9. Considering how business may be both a cause, victim and solution to poverty.
10. Ethical Decision Making & Whistleblowing
11. Exploring ethical decision making in business and supporting whistleblowing.
12. Promoting Environmental Behaviour in the Workplace
13. Exploring strategies available to managers to support environmentally sustainable work behaviour and culture.
14. Corporate Social Responsibility and Social Enterprise
15. Examining the role of social enterprise in delivering the triple bottom line.
16. Impact and Future of Corporate Social Responsibility
17. The impact and future of CSR.

## B. BUSINESS SUSTAINABILITY

1. Leading the change initiative for sustainable operations: the Big Picture
  - The importance of vision in achieving real change towards sustainability
  - Working as an agent of change
  - Developing leadership through operations management
2. Overview of Operations Management
  - Review of systematic frameworks for operations management
  - Coverage of key operations management principles and issues
  - Selection of operations management models
  - Overview of the value chain model: origins, evolution, globalization
  - Role of sustainability in integrated supply chain management

# COURSE OUTLINE (Cont'd)

## 3. Strategic Planning in Operations Management

- Integrating business processes for sustainability through leadership (vision, performance management) to ensure that effective, principled decisions are made
- Promoting management-level commitment to sustainability
- Minimizing risk and maximizing opportunity
- Quality control: approaches and measures
- Reporting: transparency and accountability
- Analysis of balance between quality, efficiency, and productivity
- Innovation (integrated and long term approaches)

## 4. Sustainability and Operations Management: Principles and Best Practices

- Research and development of sustainable products and services
- 3P's (profit, people, planet) in product and process design
- Internal and external process improvements related to sustainability
- Production process management
  - o Procurement and green supply chain management (lean vs green)
  - o Operations, inventory models, off-shoring
  - o Materials management planning, distribution, integration
  - o Industrial ecology and eco-efficiency
- Marketing
  - o Creating competitive advantage by embedding sustainability in the supply chain
  - o Distribution and logistics
  - o Packaging o Service to customers
- Human Resources
  - o Engaging employees in sustainability learning and innovation
  - o Job evaluation and job redesign
  - o Incentive systems
  - o Outsourcing
- Disposal – obsolescence, recycling, hazardous materials

## 5. Implementing Leadership in Sustainable Business Operations

- Leadership skills for change: communicating and advocating, initiating, integrating and evaluating sustainability in the organization
- Managing stakeholder relationships
- Connecting managerial policy and operational implementation of sustainability initiatives
- Implementing strategies for the future of sustainability in the business
- Celebrating the vision of embedded sustainability within the business organization

# REGISTRATION & ENQUIRIES

**Duration :** 3 days

**Tuition :**

In-Person: N230,000

Live Online: N200,000

LMS: N120,000 (3 Weeks)

### **FOR FURTHER ENQUIRIES, PLEASE CONTACT:**

#### **International School of Management, Lagos**

5 Yesuf Abiodun Street, Oniru, Victoria Island, Lagos.

Tel: 08090890909, 08085369898, 08085369976, 08086815957

Email: registrar@ism.edu.ng

Website: www.ism.edu.ng

### **PLEASE MAKE CHEQUE AVAILABLE TO INTERNATIONAL SCHOOL OF MANAGEMENT**



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