

# Postgraduate Certificate Corporate Social Responsibility



## Postgraduate Certificate Corporate Social Responsibility

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed any of the degrees in the field of Business and Economic Sciences.

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/corporate-social-responsibility](http://www.techtute.com/in/school-of-business/postgraduate-certificate/corporate-social-responsibility)

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# 01 Welcome

The commitment that an organization acquires with its social and environmental surroundings on a voluntary basis translates into a good Corporate Social Responsibility. Thanks to consensual planning adapted to the needs of its clients, its partners and nature itself, but without neglecting its objectives, it is possible to reduce the impact of its activity on its immediate and surrounding environment. It is, therefore, an efficient and respectful alternative that has become a highly demanded claim by customers. This is why managing to perfection the strategies for adapting to CSR criteria is an area in which professionals can specialize if they are looking for a wide-ranging career opportunity. For this you can count on this 100% online program, which will provide you with the latest and most comprehensive knowledge through intensive, multidisciplinary training that will elevate your talent in the application of professional business ethics to the highest level.



Postgraduate Certificate in Corporate Social Responsibility.  
TECH Technological University



“

*Stand out in the business sector through comprehensive knowledge of professional ethics and the most innovative and efficient CSR strategies with this 100% online program”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

Following the guidelines of Corporate Social Responsibility has become a requirement that most clients request when selecting a company to purchase a product or contract a service. Based on this, the demand for professionals who perfectly manage this sector has become a distinctive claim to which the graduate will be able to adapt if they choose this program. The objective of this program is to serve as a guide in their updating, as well as to provide them with the academic tools that will allow them to adapt the corporate identity of the company of which they belong to the requirements of Corporate Social Responsibility.



“

*Through comprehensive planning, you will be able to present your company with immediate improvement strategies that will elevate its quality and prestige to the top of its industry”*

**TECH makes the goals of their students their own goals too.  
Working together to achieve them.**

The **Postgraduate Certificate in Corporate Social Responsibility** will enable students to:

01

Recognize the positive effects of a company on the regional economy by identifying the rights and duties of an economist in the performance of their duties

02

Analyze corporate policies of conduct, both internal and external, based on the principles of Corporate Social Responsibility

03

Understand the role of Corporate Social Responsibility in the business environment







04

Know the business policies that contribute to economic development

05

Apply CSR policies in the company, according to its corporate identity and economic sector

06

Master the key aspects of professional ethics in the company

05

# Structure and Content

This Postgraduate Certificate in Corporate Social Responsibility is the result of weeks of intense work by a group of experts specialized in this field. Thanks to this, it has been possible to create a dynamic and intensive program that will allow the graduate to delve in depth into the different aspects of this way of managing organizations. In addition, you will have hours of additional material, thanks to which you will have the opportunity to delve in a personalized way in the different sections of the syllabus.



“

*You will be able to distinguish yourself from your peers by your degree of awareness and commitment to clients, other companies and the environment”*

## Syllabus

For the development of the syllabus of this Postgraduate Certificate of TECH has taken into consideration the professional criteria of a group of experts in the area of Corporate Social Responsibility, adapting the information provided by them to the most innovative, cutting-edge and effective pedagogical methodology. Thanks to this, it has been possible to create a program through which the graduate will be able to acquire a broad and specialized knowledge of the different fields of action that a company must improve in order to consider itself committed to its clients, its partners and the environment in which it carries out its activity.

It is an academic experience that includes 150 hours of the best theoretical, practical and additional content, the latter selected so that the student can delve in a personalized way in the different sections of the program. Therefore, students will attend a qualification that is fully adapted to their needs and requirements, in addition to being presented in a convenient, flexible and accessible 100% online format.

Therefore, the graduate who opts for the course of this program will be investing in the improvement of their professional skills for the design of effective and efficient strategies that will benefit the company they are part of and allow them to increase their quality and prestige in a guaranteed way.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

### Module 1

Environment, Corporate Social Responsibility and Professional Deontology



### Where, When and How is it Taught?

TECH offers you the opportunity to study this Postgraduate Certificate in Corporate Social Responsibility completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Environment, Corporate Social Responsibility and Professional Deontology**

<p><b>1.1. Introduction to Corporate Social Responsibility (CSR)</b></p> <p>1.1.1. What is Corporate Social Responsibility? 1.1.1.1. Key Aspects and Principles of CSR</p> <p>1.1.2. Interactions of the Company in the Operating Environment</p> <p>1.1.3. Social, Economic and Environmental Responsibility</p> <p>1.1.4. Background of CSR</p>	<p><b>1.2. Environment and Company</b></p> <p>1.2.1. Current Situation of the Global Environmental State</p> <p>1.2.2. Environmental Peculiarities at the Regional Level</p> <p>1.2.3. Impact of the Business Activity and its Management</p>	<p><b>1.3. Society and Company. The Social Dimension of the Corporate Social Responsibility</b></p> <p>1.3.1. Business Policies that Contribute to Economic Development</p> <p>1.3.2. Business Environmentally Friendly</p> <p>1.3.3. Identification and Analysis of Prosumers</p>	<p><b>1.4. Corporate Social Responsibility and Company. Its Economic Dimension</b></p> <p>1.4.1. Applying CSR Policies to Business Strategy</p> <p>1.4.2. Using CSR as a Marketing and Digital Marketing Boost</p> <p>1.4.3. Economic Aspects of CSR</p>
<p><b>1.5. Stakeholders</b></p> <p>1.5.1. Relationships with Different Companies Based on CSR</p> <p>1.5.2. Creation of Value based on CSR Policies</p> <p>1.5.3. Different Agents that Participate as Stakeholders</p>	<p><b>1.6. Corporate Social Responsibility in the Different Sectors of Activity</b></p> <p>1.6.1. CSR in the Automobile, Electricity and Hydrocarbons Sectors</p> <p>1.6.2. CSR in the Banking Sector and the New Types of Virtual Currencies</p> <p>1.6.3. CSR in Other Sectors (Services and Distribution)</p>	<p><b>1.7. Implementation and Practice of Corporate Social Responsibility</b></p> <p>1.7.1. Triple Bottom Line</p> <p>1.7.2. Creation of a CSR Department or Merger with an Existing Department.</p> <p>1.7.3. Application of CSR among the Different Levels of the Business Network</p>	<p><b>1.8. Deontology, Rights and Responsibilities of an Economist</b></p> <p>1.8.1. Ethics for Economists</p> <p>1.8.2. Fundamental Rights and Responsibilities of the Economist</p> <p>1.8.3. Deontological Principles for Economists</p>
<p><b>1.9. Economics of Sustainable Development in a Globalized Environment</b></p> <p>1.9.1. Development of the Business Activity by adding Sustainability Objectives with its Environment</p> <p>1.9.2. Application of New CSR Indicators for Calculation in Social Wellbeing</p> <p>1.9.3. Business Adaptation to Different Regulations during International Expansion, Under the Principles of Sustainable Development and the Generation of Wealth and Well-being</p>	<p><b>1.10. Compliance Standards and Obtaining Environmental Certification</b></p> <p>1.10.1. Types of Certifications Certifying Compliance with CSR Management Policies</p> <p>1.10.2. Main ISO Standards</p> <p>1.10.3. Tripartite Declaration of Principles Concerning Multinational Companies and the ILO Social Policy</p>		



“

*A unique opportunity to delve into business techniques for an environmentally friendly business activity”*

# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

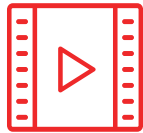
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



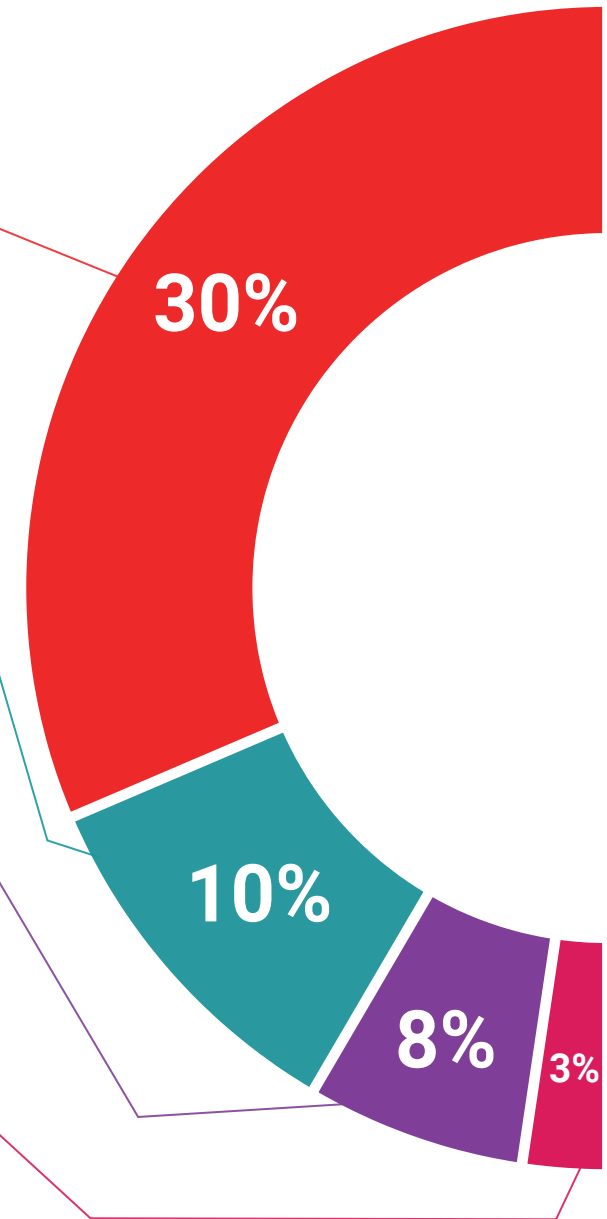
### Management Skills Exercises

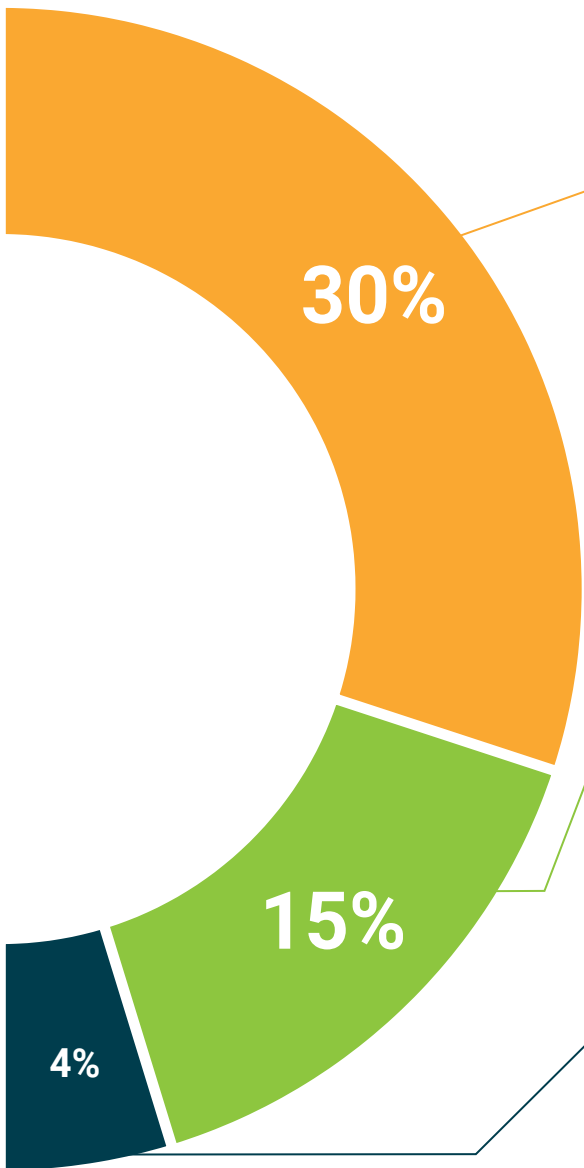
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

This Postgraduate Certificate is aimed at university graduates and graduates who have previously completed any of the following degrees in the field of economics, business and finances. It also offers tools to understand and be able to manage Corporate Social Responsibility.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate is also open to professionals who, being university graduates in any field, have 2 years of work experience in the field of counseling services, as well as internal and external auditing,







“

*You will be able to implement in your practice the mastery of the tools for the internal and external audit of the company, being able to delve into the development of an action plan based on your situation”*

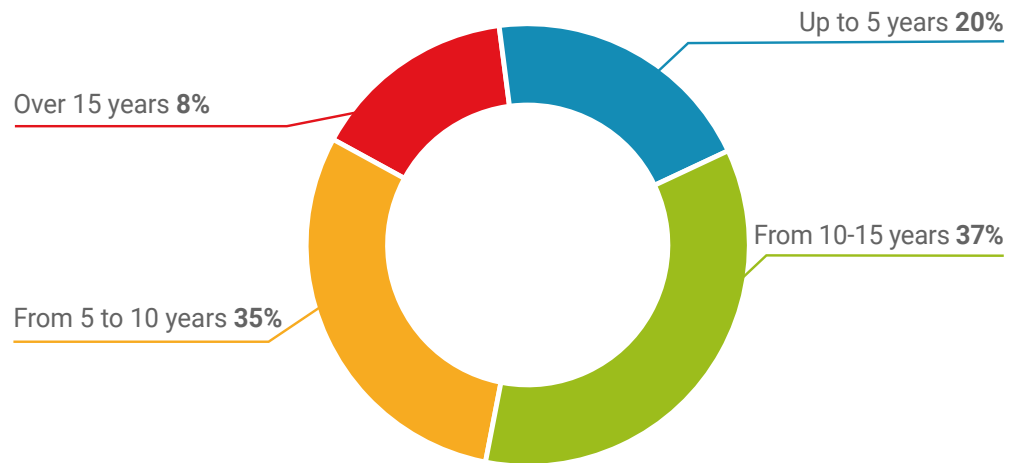
### Average Age

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Between **35** and **45** years old

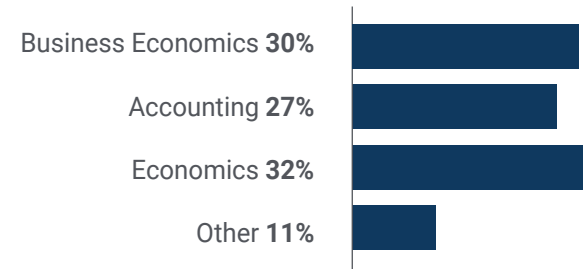
### Years of Experience

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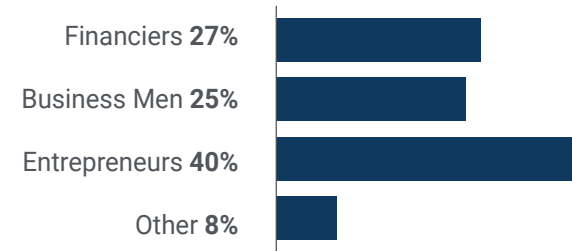
### Training

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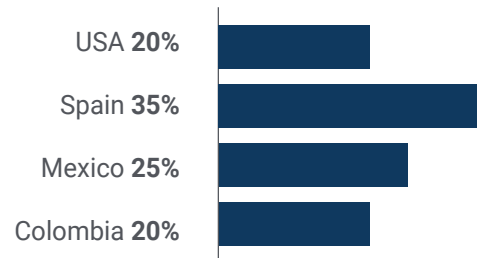
### Educational Profile

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## Geographical Distribution

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## Rosa González

**Manager and Director of the Corporate Social Responsibility Department of a textile company**

*"The company where I had been working for 4 years was looking for a professional to guide them in reducing the impact of their activity in different environments. I saw this as a unique opportunity to advance my career, so I immediately looked for a program that would allow me to enhance my skills in mastering the most innovative and effective CSR strategies, but above all, beneficial to the company. I found this Postgraduate Certificate and it became a guide without which I would not have been able to get to where I have reached in a very short time and with great expectations of continuing to grow"*

08

# Impact on Your Career

Including this Postgraduate Certificate in the graduate's resume will be a way to distinguish themselves from the rest of their peers in a personnel selection process or if they have the opportunity to get a promotion in the company in which they carry out their activity. The graduate will be able to demonstrate that they have a broad and exhaustive knowledge of the different sections that make up Corporate Social Responsibility, being able to apply the best and most effective strategies to the company in order to make it more respectful of the environment and the industry.



“

*With the course of this program you will be able to adapt your company to the different regulations of the globalized environment, based on a series of principles of sustainable development and well-being generation”*

*You will make a significant qualitative leap in the management of ISO Standards, increasing the levels of homogeneity of the entity you are part of with respect to its management, development and services.*

### Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Certificate in Corporate Social Responsibility is an intensive program that prepares you to face challenges and business decisions in the environment of the organization you are part of. The main objective is to promote your personal and professional growth. Helping you achieve success.

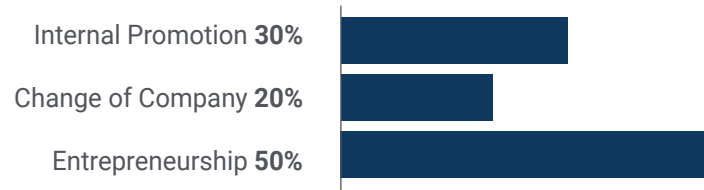
If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

*Would you like to increase your chances of getting a salary increase? Choose a program through which you can improve your professional profile to achieve it in the short term.*

### Time of Change



### Type of change



### Salary increase

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This program represents a salary increase of more than **25.3%** for our students.



09

# Benefits for Your Company

The completion of all the requirements of this Postgraduate Certificate will provide the graduate's profile with unique knowledge of CSR, as well as the skills of a specialist committed to the ethics of the profession. As a result, they will be able to carry out their functions based on the most respectful and effective strategies and techniques for the benefit of the company of which they are a part. It is, therefore, a unique opportunity to implement to your staff an employee who will undoubtedly raise the talent of the organization to the top of the sector.







“

*Mastering CSR will allow you to distinguish yourself as a specialist committed to the ethics of your profession, an aspect valued by large companies”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Corporate Social Responsibility guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Corporate Social Responsibility** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Corporate Social Responsibility**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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