



**The CSR Asia Center at AIT** is a joint venture partnership between the Asian Institute of Technology (AIT) and CSR Asia. Its mission is to advance the development and implementation of effective and innovative sustainability solutions and CSR strategies for and by business; and to facilitate the development of supportive framework conditions for corporate social responsibility and sustainable development.  
www.csrcenter.ait.asia



**CSR Asia** is the leading provider of information, training, research and consultancy services on sustainable business practices and corporate social responsibility in Asia. It operates as a dynamic social enterprise established to promote business solutions to global challenges and build capacity for private sector engagement in enabling sustainable development in the Asia-Pacific region.  
www.csr-asia.com



**The Asian Institute of Technology (AIT)** is committed to develop highly qualified and committed professionals who play leading roles in the region's sustainable development and its integration into the global economy. AIT promotes technological change and sustainable development in the Asia-Pacific region through higher education, research and outreach.  
www.ait.ac.th



**The School of Management (SOM)** at the Asian Institute of Technology is Asia's pioneer business school for graduate studies offering MBA, EMBA, PhD, DBA and Professional Masters Programs. The School provides exceptional individuals with a supportive environment in which they can develop their skills and aptitudes, helping them to reach their professional goals and to serve the interests of countries in the Asia-Pacific region.  
www.som.ait.ac.th

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## Professional Master's Degree in Corporate Social Responsibility

Responsible business strategies and strategic approaches to Corporate Social Responsibility (CSR) are essential elements of sustained business success. Leading businesses are responding with an increasing demand for managers with sound CSR skills that enable them to make responsible business decisions and optimize the environmental, social, and economic performance of companies.

CSR expertise is in ever greater demand by businesses globally and in Asia.

- Is your company ready for the new social responsibility challenge?
- Do you have the necessary know-how to devise and implement sustainable business strategies to ensure long term competitiveness?
- Do you have the skills to meet the increasing demand for CSR expertise?

CSR Asia and the Asian Institute of Technology (AIT) have partnered to offer a flexible executive style professional master's degree in CSR through AIT's School of Management and the CSR Asia Center at AIT. This timely initiative to build capacity for CSR in Asia will bring together the specialised professional expertise of the leading provider of information, training, research and consultancy services on CSR and sustainable business practices in the region with the experience of a leading international postgraduate institution dedicated to sustainable development.

The objective of the degree is to provide participants with professional competencies and skills in the fields of sustainable development and CSR. It is designed to help build the capacity necessary to ensure that the business sector is better prepared to manage global sustainability challenges responsibly in a competitive business environment.

## The program will address:

- ① The knowledge, skills and competencies needed to deliver on CSR programs that meet business needs for long-term competitiveness whilst contributing to sustainable development
- ② The rapidly emerging social responsibility agenda linked to CSR as a strategic approach to building brands, reputation and trust in the private sector
- ③ The role of businesses in contributing to solutions to the world's social, environmental and economic challenges
- ④ The need to build capacity for preparing the region and the private sector for the full impacts of climate change
- ⑤ The need to alleviate poverty and deliver on the Millennium Development Goals through active partnerships between governments, civil society organizations and the private sector

## Structure:

The professional MCSR degree comprises eight intensive four-day taught modules, post-module assignments, an action oriented research project, and a special study project. The modules are designed as stand-alone units that can be taken in any order to offer maximum flexibility to busy professionals. All modules are open to participants not registered in the degree program as individual training courses in their own right.

Participants can complete their studies and earn a Masters degree in CSR in one year or over the course of up to three years. Each module will be delivered at least once per year and the schedule will be made available one year in advance to facilitate planning. The “fly-in, fly-out” structure of the modules offers a high degree of flexibility to suit the realities of balancing a Master's degree with a demanding job.

## Target audience:

The degree targets managers employed in the private sector. Applications from those in government and civil society organizations who are interested in developing their skills in CSR will also be considered. The executive style of the program makes it accessible to professionals from across Asia-Pacific. Participants will benefit from interacting with their peers from other countries and sectors, sharing skills and experiences.



## The eight modules cover the following topics:

### Environmental Management and Climate Change

Participants learn to deal with contemporary environmental challenges and apply business-related tools, management systems and life-cycle based approaches for reducing operational impacts on the environment. Focus areas include business contributions to mitigating and adapting to climate change as well as approaches to developing comprehensive climate change strategies. Participants will gain in-depth knowledge of relevant issues and professional skills to plan environmental management strategies for their own organizations.

### Value Chain Risk Management

The Asia-Pacific region has become the manufacturing centre of the world economy with extensive supply chain linkages to companies around the globe. This module will demonstrate how the application of core labour and human rights standards can boost product responsibility and reduce supply chain risks such as those commonly associated with the ubiquitous 'sweatshop'. Participants will develop the skills to understand key value chain risks and develop strategies to effectively manage them.

### Community Investment and Development

Companies are increasingly expected to engage communities and ensure that their interests are taken into account. There is a need for a strategic approach to community investment, with an emphasis on measuring impacts and addressing community concerns through stakeholder engagement. Participants will gain in-depth insights on the role and opportunities of the private sector in contributing to development and skills to strategically plan effective approaches to community investment.

### Human Resource Management, Diversity and Inclusion

Good employment practices are at the heart of CSR. Internal aspects of CSR mean linking effective strategies to good human resource management and involving staff in CSR activities as a way to attract, motivate and retain staff. The module also examines issues such as non-discrimination, equal opportunities and strategies for promoting diversity and inclusion in the workplace. Participants will gain professional competencies for involving employees in CSR initiatives and embedding CSR into human resource management practices.

### Corporate Governance, Fair Operating Practices and Government Relations

Good corporate governance is a necessary cornerstone of corporate social responsibility. This module examines key corporate governance challenges in the Asia-Pacific region including challenges associated with bribery and corruption. Participants will gain a thorough understanding of the importance of governance in underpinning CSR, key elements of good corporate governance, links to stakeholder engagement, and approaches to effective anti-corruption strategies.

### Business and Human Rights

A number of intergovernmental instruments and codes stress the need for the private sector to engage with human rights within their own operations and their sphere of influence. This module examines a range of human rights issues, complicity risks, and ways in which businesses can approach them. Participants will gain an in-depth understanding of the role of the private sector in the protection of human rights and will be equipped with practical tools for implementation.

### Development, Poverty Alleviation and Social Business

This module examines the contributions that businesses can make to sustainable development with a particular emphasis on poverty alleviation. We examine innovative business practices associated with social enterprises, micro-finance, inclusive growth, and the role business can play in community led approaches to poverty reduction. Participants will gain a better understanding of the potential of the private sector to engage in development and poverty alleviation and learn about a variety of business tools for pro-poor development.

### Business Strategy and Social Responsibility

This module will examine strategies to demonstrate how CSR can be an agent for change, and discuss available frameworks, standards, and guidelines. It will provide participants with professional competencies to develop meaningful CSR strategies and enhance business reputation, brand and trust through a strategic approach to sustainability and CSR. Participants will also gain skills to manage a sustainability reporting process and develop comprehensive stakeholder communications as a valuable tool in responding to increasingly sophisticated stakeholder scrutiny.

### Post-module assignments

Participants who wish to gain credits for the Professional Master's in Corporate Social Responsibility will have to complete post-module assignments. These assignments will be based on course relevant action learning projects and linked to the student's place of work or a partner project with another organization.

### Special study project

The special study project provides an opportunity for participants to pursue a line of investigation that they are personally interested in or that is of particular relevance to their workplace with supervision from relevant course instructors. The project will result in a project report or detailed case study as appropriate.

### Action learning project

The final part of the qualification requires participants to undertake a significant project based on action learning principles. Participants will develop their own unique CSR-related project beginning with stakeholder engagement. Projects will usually be linked to the workplace.