



MSc Corporate Social Responsibility Robert Gordon University

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Robert Gordon University

- ▶ Located in Aberdeen
- ▶ Strong focus on applied knowledge and skills
- ▶ School of Applied Social Studies
 - ▶ Social Work
 - ▶ Applied Social Studies
 - ▶ Applied Psychology
 - ▶ Corporate Social Responsibility
 - ▶ Continuing Professional Development
- ▶ I will talk through CSR and CPD elements that I am responsible for

What inspired this course?

- ▶ Growing prevalence of CSR schemes and increasing dependency of local and international developments on these
- ▶ Increasingly vocal public opinion that businesses should be socially responsible
- ▶ And with this a growing insistence that businesses should think about their environmental and social impacts and how these affect their sustainability
- ▶ Awareness that there are few courses that teach both the theory and the practical business skills
- ▶ Increase in local content requirements around the world mean that business is facing specific new challenges

MSc Corporate Social Responsibility

- ▶ Two exit routes:
 - A. With Energy
 - B. With Sustainable Development
- ▶ Offered full time, on campus (1 year) and
- ▶ part time, distance learning (3 years)
- ▶ Suitable both for those with experience in a variety of industry sectors and also those recently graduated with a relevant degree.
- ▶ CPD courses available either as stand-alone modules or as bespoke training for organisations

What is studied – phase 1

- ▶ **Understanding CSR** – different guises and labels that CSR can take, role of business in society.
- ▶ **Social and Economic Contexts of CSR and Sustainable Development** – global and local economic issues and their social impacts and implications with specific reference to the socially responsible activities of business
- ▶ **Urban Environment and Social Regeneration** – role that businesses play in forming and transforming our cities
- ▶ **Sustainable Societies and Environments** – links between socially responsible business activities and environmental impacts

What practical skills are taught?

- ▶ Understanding the role of business in society and various debates around this – understanding this is important as it influences the over arching policies of the business
- ▶ Stakeholder mapping, engagement and relationships
- ▶ Techniques for effectively managing interagency communications
- ▶ Monitoring and Evaluation techniques, including setting performance indicators, longitudinal measurements, evidencing success
- ▶ Environmental impact assessments

- ▶ Exit award – PG Cert Corporate Social Responsibility

What is studied – phase 2

- ▶ **Managing Local Content** – ways of thinking around and planning approaches in order to meet LC requirements in a sustainable way
- ▶ **Research design and methods for CSR**
- ▶ 'With energy' route
 - ▶ **Health in the Energy Sector** - how health is impacted in a variety of ways from individuals to populations
 - ▶ **Energy, Security and Society** – interface between energy business and society that increase (or decrease) the vulnerability of some situations to become violent or otherwise insecure
- ▶ 'With sustainable development' route
 - ▶ **Building Sustainable Community Relations** – theoretical and practical skills for working with communities
 - ▶ **Ethical and Effective Leadership** – putting leadership skills into practice

What practical skills are taught?

- ▶ Ways to develop and manage local content strategies
- ▶ Supply and value chain mapping and analysis
- ▶ Community engagement, including participatory research and evaluation
- ▶ Research methods – qualitative, quantitative and interpretive
- ▶ Effective reporting
- ▶ Community impact assessments

- ▶ Exit award – PD Dip CSR (with energy/sustainable development)

Phase 3 – research based dissertation

- ▶ Encourage work-based projects
 - ▶ Develops skills needed to design and carry out longer term, in depth work
 - ▶ Develop reporting skills
 - ▶ Opportunity to research key, up to date issues and explore responses and solutions.
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- ▶ Previous projects:
 - ▶ Role of CSR in managing security concerns in Uganda
 - ▶ Impact of Local Content Requirements on CSR activities of multinational companies
 - ▶ Community engagement in carbon capture programmes
 - ▶ Relationship between CSR and defence of Human Rights
 - ▶ Consolidation of CSR activities in a small scale, global business
 - ▶ Impact of CSR initiative on the development of Liberia

As regards employability and careers

- ▶ Students have gone on to:
 - ▶ Manage CSR depts. of government ministries
 - ▶ CSR consultancy
 - ▶ Sustainable development consultancy
 - ▶ Community engagement officer
 - ▶ Academic research
 - ▶ Local content manager for major company
 - ▶ CSR advisor to national government
 - ▶ PR and communications