

Pedagogical guidelines of Module 3 – Unit 5

External Aspects of the OSR Concept – methodology for implementation

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I. Identity form of the module 3 – Unit 5

Domain	CSR instruments, Public Relations
Subject	The External Aspects of the Corporate social responsibility, PR and Communication.
Key concept	The fruitful relations with the external stakeholders is a prerequisite for the successful implementation of the OSR/CSR policy
Title	External Aspects of the OSR Concept – methodology for implementation
Date of Creation	September 2009
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Training materials	Slide show PowerPoint containing 37 slides + cases for illustration + visit “best practice” company
Summary	<ul style="list-style-type: none"> ○ At the conclusion of this module, the learner must be capable of understanding the methodology for implementation of the external aspects of the OSR/CSR concept in Bulgaria as well as in other European Union member states; ○ Acquire conceptual and practical grounding in the basic themes, principles of the external aspects of the OSR/CSR concept. ○ Know the company environment (internal and external stakeholders, main competitors, market requirements). ○ Know the main sources of information on the topic ○ Know the implementation criteria (quality and quantity) <p>The trainees will be able after completing the course:</p> <ul style="list-style-type: none"> ● to identify and apply concepts, theories and management practices of successful implementation operations. ● to draft development strategies including in them the external aspects of the OSR/CSR concept; ● to include the subject of community and business environment in their activities; ● to identify main OSR topics and relevant indicators; ● to monitor the activities, results and achievement of goals related to the external aspects of OSR/CSR concept during the implementation of a company’s OSR/CSR strategy ● to recognize external aspects of OSR/CSR in their practice as monitors, evaluators and consultants competent in the field; ● to position the company among the other similar companies

II. Educational potential of the module

A.Target groups

This Unit addresses a group of company's professionals in following fields: corporate leaders, HR managers, Communications managers, operators or staff representatives. It does not imply preliminary knowledge in terms of management but the students must follow or have the corresponding validated level of the 4 previous courses from the module 3:

- CSR Background
- OSR Concept
- CSR Instruments, and
- Internal aspects of the OSR concept

The preparation for the course has to start in the previous course "Internal aspects of the OSR"

B.Educational objectives

- To make the link between companies's experience and management decisions in support of the implementation of the concepts of sustainable development and social responsibility.
- To introduce the concept of organisation social responsibility (OSR)

C.Educational Process

The principal method of teaching will be lecture\ discussion -conference\ case studies\ work on the field/ paper.

This unit starts with an introductory sessions of 10 hours lectures. After that the students are asked to choose one of research domains and to formulate a research question. They define research objectives and propose research paths. The unit requires a work on field - visit of a "best practice company". After that the students will prepare an interim report for a progress tutorial with the professor and will make a presentation during conference style sessions. Following the conference feedback, the presentation is then refined into a paper and submitted as a final paper to be discussed during exam session. The exams are based on the presented paper and the participation during conferences.

III. Playing recommendations on the Unit

For the success of the Unit the students must participate actively in classroom discussions. They are expected to have read assigned material before class meetings

A.Duration of the Unit

- 30 hours

B.Lectures

- 10 hours

C.Related activities and their duration

- Workshops 4 hours
- Tutorials 8 hours
- Visiting best practice companies 4 hours
- Conference 4 hours

D. Questions for the kick-off of the course

1. Which are the internal aspects of CSR?
2. Can you make suggestions about the external aspects of CSR?
3. Can you identify the External Stakeholders?

E. Questions to structure the discussion/the training

- 1- Can you do an analysis of the External Stakeholders interest concerning CSR/OSR?

F. Debating questions

- 1- Can you develop internal procedures for external stakeholder relations?
- 2- Can you develop PR strategies for successful relations with External Stakeholders concerning CSR?
- 3- Where start the external aspects of CSR? Can we clearly divide internal and external aspects of CSR policy?

IV. Acknowledgement and references

A. European support from the Lifelong Learning Programme



B. References and global approach:

- ▶ The present pedagogical guidelines and the related training module are part of a global training solution on OSR developed within the HERMES-OSR project (www.hermes-osr.eu).
- ▶ A set of training materials have been developed as a toolkit for the trainers and training organisations validated by the Hermes-OSR project.
- ▶ Syllabus for each of the training module is available on the Hermes-OSR website.
- ▶ 4 training modules have been developed as a generic and flexible approach mainly for subcontracting SMEs and extend as well to all types of organisations and stakeholders:
 - Module 1 – Awareness rising on OSR
 - Module 2 – Inception training to answer fundamental questions in a practical way and applied to specific needs of the audience
 - Module 3 – Applied training for OSR operators and managers involved in the deployment of OSR approaches. This module can be delivered by key topics to fit organisations' needs.
 - Module 4 – Ethics and deontology issues and OSR module to be integrated in existing MBA training (strategy and managerial issues).
- ▶ Module 3 and 4 are also included in a labelling process of the training organisations. FLA, the Fair Labor Association (www.fla.org) has been involved in the definition of the labelling process and system recognition of the training solution.

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