



PROGRAM INFORMATION

DATES

22-24 APRIL, 2009

REGISTRATION DEADLINE

1 APRIL, 2009

LOCATION

ESADE BUSINESS SCHOOL
AV. D'ESPLUGUES 92-96
08034 BARCELONA
SPAIN

FEE

3900 EUROS



CORPORATE SOCIAL RESPONSIBILITY: STRATEGIC INTEGRATION AND COMPETITIVENESS

Today's global businesses face a daunting challenge—achieve and sustain competitive advantage while empowering customers and communities to grow and prosper. Corporate social responsibility (CSR) is an organization's obligation to consider the interest of their customers, employees, shareholders, communities, and the ecology and to consider the social and environmental consequences of their business activities. By integrating CSR into core business processes and stakeholder management, organizations can achieve the ultimate goal of creating both social and corporate value.

This course explores different ways in which companies can incorporate societal and environmental perspectives into their strategic thinking, as well as the challenges and dilemmas involved in this process. The aim is to expose executives from different industries to state-of-the-art knowledge on responsibility and sustainability in business, as well as to reflect on how these issues impact business strategy.

KEY TAKEAWAYS

- Skills and concepts to grow as a corporate director
- Methods for incorporating social and environmental concerns into particular functional areas while maintaining a strategic view
- Exposure to different examples, cases, and experiences that can be applied to your professional context
- Application of concepts to the organization's particular situation. Participants will be asked to work on the links to their business practices during the course
- Strategic, proactive vision that reflects CSR values while emphasizing competitive advantage, innovation, and leadership

CONTENT OVERVIEW

The CSR agenda addresses a wide array of issues, from managing corporate philanthropy to achieving responsible competitiveness. This program is designed to focus on strategic CSR issues, namely stakeholder management, environmental strategies, supply chain, and collaborations with non-governmental agencies (NGOs). Through an in-depth exploration and discussion of these issues, participants will learn:

- Models to understand how organizations can simultaneously create economic value and societal value while managing complex stakeholder relationships
- Analytical capacity to identify new risks and opportunities and respond accordingly
- Strategies to gain competitive advantage through responsible and sustainable practices, including sustainable supply chain management
- Ability to translate CSR philosophy and rhetoric into smart practices
- CSR practices and leadership skills as internal change agents

HIGHLIGHTED SESSIONS

ENVIRONMENTAL SUSTAINABILITY AS A MARKET STRATEGY

The increasing social emphasis on environmental sustainability creates new economic opportunities. In this session, we will develop a framework for analyzing firm strategies for profiting from these opportunities. We will also consider the unique challenges of pursuing environmental sustainability as a core element of a firm's strategy.

COMPETITIVE ADVANTAGE AND RESPONSIBLE COMPETITIVENESS

Businesses need to understand better the links between corporate social responsibility and competitiveness. Knowledge, human capital, and social capital constitute unique intangible resources for competitive advantage. This session will examine how companies can improve their capabilities in managing all these interactions and how they become key resources.

BUILDING A SUSTAINABLE SUPPLY CHAIN

Today's supply chains require a new set of capabilities: agility, adaptability, and alignment. These concepts are tightly coupled with the impact of environmental sustainability. This session will examine how to attain these capabilities and how they can be applied in your supply chain.

OTHER SELECTED SESSIONS

- CSR and Types of Stakeholder Management
- NGO-Business: Confrontation vs. Collaboration
- Integrating Social Responsibility: From Mission to Corporate Strategy
- Developing as a Leader in Environmental Sustainability
- How to Select the Right Partner for the Creation of Economic and Social Value
- Results of Peer Consultation
- How Agility, Adaptability, and Alignment Affect Sustainability



SAMPLE DAILY SCHEDULE

- BREAKFAST**
- MORNING SESSION I**
CSR and Stakeholder Management
- BREAK**
- MORNING SESSION II**
Social Responsibility and Strategic Leadership
- MORNING SESSION III**
Integrating Social Responsibility
- LUNCH**
- AFTERNOON SESSION I**
Building a Sustainable Supply Chain
- BREAK**
- AFTERNOON SESSION II**
NGO-Business: Confrontation vs. Collaboration
- PEER DISCUSSION**
- COCKTAIL RECEPTION,
SERVED DINNER,
GUEST SPEAKER**

PLEASE CHECK THE WEBSITE FOR
A DETAILED SCHEDULE.



WHO SHOULD ATTEND

This program is for senior executives in charge of socially responsible programs, environmental programs, public affairs, philanthropy, health and safety, or community affairs. Senior corporate officers with other types of responsibilities that include areas related to CSR may also apply. Organizations are encouraged to send more than one participant so that pairs or teams can work closely to address and resolve their organization's specific issues. Class size is limited to ensure optimal faculty-to-participant ratio.

FACULTY



DANIEL ARENAS

Associate Professor, Department of Social Sciences, and Head of Research, Institute of Social Innovation, ESADE Business School



IGNASI CARRERAS

Industrial Engineer (Universitat Politècnica de Catalunya); Professor, Department of Business Policy, and Director of Institute for Social Innovation, ESADE Business School



HUI L. LEE

Thoma Professor of Operations, Information, and Technology, Stanford Graduate School of Business; Director of the Strategies and Leadership in Supply Chains Executive Program; Director of the Stanford Global Supply Chain Management Forum



JOSEP M. LOZANO

PhD, Philosophy and Education Sciences, University of Barcelona; Full Professor, Department of Social Sciences and Institute of Social Innovation, ESADE Business School



XAVIER MENDOZA

PhD, Economics and Management, University of Barcelona; Associate Director General and Professor, Department of Business Policy, ESADE Business School



JESPER B. SØRENSEN

Professor of Organizational Behavior, Stanford Graduate School of Business; Professor of Sociology (by courtesy), Stanford School of Humanities and Sciences



MARC VILANOVA

Senior Researcher, Institute of Social Innovation, ESADE Business School; Lecturer in different business and society courses in the undergraduate, MSc, MBA, and executive programs at ESADE Business School

WHY STANFORD AND ESADE

The Stanford-ESADE partnership creates value for program participants through its consideration of different perspectives, its collaborative and academic approach, and its presentation of best practices all over the world that guarantees direct applicability to business.

STANFORD GRADUATE SCHOOL OF BUSINESS

The Stanford Graduate School of Business, with a faculty that includes three Nobel laureates, has established itself as a global leader in management education and has built an international reputation based on educational programs designed to develop insightful, principled global leaders. Since its creation in 1925, the School has continued to innovate its curriculum and to build a faculty known for its cutting-edge research.

ESADE BUSINESS SCHOOL

ESADE, the European partner, has been developing executive education for more than 40 years. Over 24,000 managers coming from all over the world have gone through the ESADE experience. It is renowned for its high-quality education, international outlook, and its distinct orientation toward the comprehensive development of professional and human competencies.

“I was very pleased with the quality of the CSR program jointly conducted by Stanford GSB and ESADE business school faculty. It really brought together the best work in this evolving field from both sides of the Atlantic which is so critical in this era of global business. The classroom discussions were top quality as the program attracted corporate and NGO executives from around the world which further enhanced the truly global perspective of the program. I strongly recommend the program to individuals committed to the evolving field of global CSR .”

**JEFF ARCHAMBAULT
VICE PRESIDENT, COMMUNICATIONS
DISNEYLAND RESORT PARIS**

CONTACT

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