

Master's Degree in Corporate Social Responsibility @ AIT

Responsible business strategies and strategic approaches to Corporate Social Responsibility (CSR) are essential elements of sustained business success. Business leaders of the future will need sound CSR skills that prepare them to make responsible business decisions to optimize the financial as well as environmental, social, and economic performance of companies.

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

- Is your company ready?
- Do you have the necessary know how on board 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) announce the launch of an executive style Professional Master's Degree in Corporate Social Responsibility.

For more information about the Professional Master's Degree in CSR, please kindly check through http://www.csrcenter.ait.asia/sites/default/files/Brochure%20MCSR_2011.pdf

Background:

Many large companies and well-known brands now recognise the strategic relevance of integrating sustainable development into the core of their business and across their sphere of influence. However, most still struggle to find the right people with the right professional skills to deliver on this increasingly important aspect of business competitiveness.

In order to help respond to this capacity gap, CSR Asia has partnered with the Asian Institute of Technology (AIT), to offer a flexible executive style professional Master's degree in CSR at AIT's School of Management. Starting in September 2011, the programme will be delivered in a modular format to offer maximum flexibility for busy working professionals and help better prepare companies operating in the Asia Pacific region to manage global sustainability challenges responsibly in a dynamic, competitive business environment.

Please be invited to join Dr. Richard Welford, Chairman of CSR Asia and Leena Wokeck, Director of the CSR Asia Center at AIT for an information event in Bangkok on 19 May 2011 to learn more about the program, CSR, and the key CSR issues covered by the program.

Agenda:

- Introduction to CSR and key sustainability issues
- Overview of key challenges and opportunities for sustainable business management
- Orientation to the Professional Masters Program in CSR, including an overview of topics covered, professional competencies and skills offered, and details on the program structure
- Q&A session and discussion