



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Corporate Social Responsibility (CSR)

Custom Courses / Public Relations and Communication

Unit Standard AATICD-0140 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to implement and manage corporate social responsibility (CSR) initiatives within an organisation. It covers the principles of CSR, stakeholder engagement, and the integration of ethical, social, and environmental considerations into business operations. Learners will be able to develop CSR strategies that align with organisational goals and contribute to sustainable development.

Category	Custom Courses
Subfield	Public Relations and Communication
Unit Standard	AATICD-0140
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles and frameworks of corporate social responsibility to organisational contexts.
- Analyse the impact of CSR initiatives on stakeholders, including communities, employees, and the environment.
- Evaluate the effectiveness of existing CSR strategies using relevant criteria and metrics.
- Design a CSR implementation plan that integrates ethical, social, and environmental considerations.
- Implement CSR activities that align with organisational values and regulatory requirements.
- Demonstrate the ability to communicate CSR outcomes to internal and external stakeholders.

WHO SHOULD ATTEND

- This course is designed for managers, team leaders, and professionals responsible for developing, implementing, or overseeing CSR programmes in their organisations.
- It is also suitable for individuals seeking to enhance their understanding of ethical business practices and social responsibility.

COURSE OUTLINE

Day 1: Foundations of CSR

- What is CSR? Definitions and scope
- Historical development of CSR
- The triple bottom line: economic, social, environmental
- CSR frameworks: ISO 26000, UN Global Compact, GRI
- Stakeholder theory and stakeholder mapping
- Business benefits of CSR: reputation, risk management, competitive advantage

Day 2: CSR Strategy and Implementation

- CSR strategy development process
- Stakeholder identification and engagement
- Materiality assessment and prioritisation
- CSR policy formulation
- Embedding CSR into supply chain, HR, and operations
- Case studies of successful CSR integration

Day 3: Measuring and Reporting CSR Performance

- CSR metrics: environmental, social, governance (ESG)
- GRI Standards and reporting principles
- Social return on investment (SROI) methodology
- Integrated reporting framework
- Assurance and third-party verification
- Communicating CSR performance to stakeholders

Day 4: CSR in Practice: Community and Environment

- Community engagement and development
- Environmental sustainability: carbon footprint, waste, water
- Partnership models: NGOs, government, social enterprises
- Monitoring and evaluation of CSR projects
- Ethical supply chain management
- Case studies: local and international CSR initiatives

Day 5: CSR Challenges, Ethics, and Future Trends

- Ethical issues in CSR: conflicts of interest, transparency
- Greenwashing: identification and prevention
- Circular economy and sustainable business models
- B Corporation certification
- United Nations Sustainable Development Goals (SDGs)
- Future of CSR: climate action, social justice, technology
- Action planning for CSR implementation

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	21 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard AATICD-0140) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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