



coursera
for campus



Professional Certification Program

CORPORATE SOCIAL RESPONSIBILITY

**MASTERING CSR STRATEGY :
ELEVATE YOUR BRAND
& INCREASE PROFITABILITY**



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3 Distinct CSR Courses



Format
Blended learning



Training Duration/Course
1 Month



Starts
15.01.2024



TND 3.000/course



Z.A Le Kram, LAC 3, Tunisia

Full program



20
maximum
cohort



12
week
commitment



6 Average
Hrs/week



3+
International
Faculty & MUST
experts



4
Certificates :
3 International
& 1 MUST

Program Overview

CSRP are 3 unique distinct training courses on Corporate Social Responsibility (CSR), aiming to equip participants with a solid understanding of CSR principles and practical implementation strategies.

The 3 courses cover the fundamentals of CSR, stakeholder engagement, sustainability, social responsibility, ethical business practices, sustainability and business strategy, and measurement and reporting.

The Blended-learning program consists of a combination of self-paced online modules and instructor-led practical sessions.

Participants will gain, through case studies and interactive discussions, the knowledge and skills needed to integrate CSR into business practices, enhance their business strategies, and meet compliance and reporting standards.



Why CSRP for Executives ?

CSR is not just a box to tick to meet reporting requirements or enhance brand reputation.

It can help align business strategy with social and environmental goals, thereby contributing to long-term sustainability.

It can also help promote customer loyalty, drive employee engagement, and enhance competitive advantage.

To achieve these benefits, however, businesses need to train their employees and executive on CSR practices and values.

CSR training for company executives is essential as it equips them with a deep understanding of responsible business practices, enabling alignment of corporate strategies with social and environmental goals.

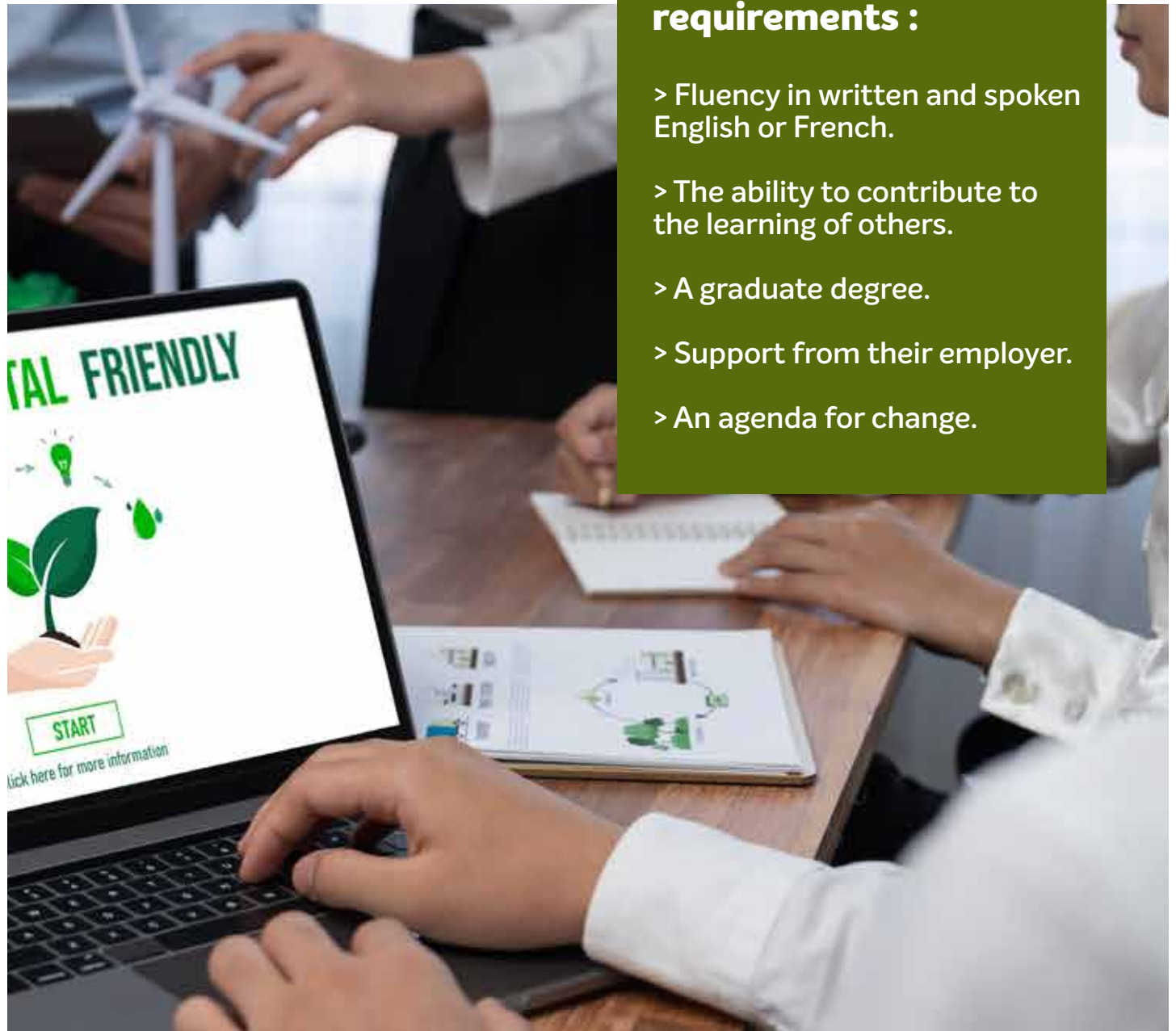
It also enhances their ability to navigate stakeholder engagement, integrate sustainability into operations, measure and report social and environmental impact, and lead ethically.

Executives with CSR training foster a responsible corporate culture, attracting socially conscious talent and improving brand image.

Ideal Candidates for CSRP

The best CSRP candidates are individuals and professionals who carry leadership roles in their companies, or who can inspire and contribute to the learning of the other members to become the CSR ambassadors of their companies.

Brand managers and marketing professionals also have a great interest in receiving this training.



Other requirements :

- > Fluency in written and spoken English or French.
- > The ability to contribute to the learning of others.
- > A graduate degree.
- > Support from their employer.
- > An agenda for change.

CRSP Participant Benefits

In addition to rigorous training and networking opportunities,
participants will also earn:

3

Professional Certificates from
international renowned universities



+

1

Professional certificate from MUST University
(accredited by the Ministry of Higher Education)



MUST
UNIVERSITY

They can also earn:

Access
to MUST University events
(seminars, summits, workshops...)

25%
discount on a group
participation
(+3 persons)

20%
discount on
additional Executive
Education programs

Engaging in CSR activities requires you to bring your best in various aspects,
and the benefits in terms of self-assurance, skills, and life experience are truly priceless



Themes, Content & Schedule

On Campus Sessions *3 Hours per week*



Ensures that online modules are done & quizzes are successfully passed



Focuses on case studies



Discussions & Multiple simulations



working on a business challenge that's relevant to each participant and their company

MUST Instructor

Christian Levesque

After a career as an entrepreneur and manager in the private sector in Canada and Tunisia, Mr. Levesque was elected President of a Chamber of Commerce in the Quebec City region of Canada in 2006, and subsequently Member of Parliament in 2007. As a member of the Quebec National Assembly, he served as Official Opposition critic for the Treasury, Public Finance and Economic Development portfolios. In 2009, he became President and CEO of the ADQ, a Quebec political party, and in 2011 played an active role in the creation of the Coalition Avenir Québec, which has formed the Quebec government since 2018.

In 2012, he founded his government relations and governance firm Levesque Stratégies. That same year, he was appointed by the Standards Council of Canada to act as president and head of the Canadian delegation for the creation of the ISO 37001 - Anti-corruption management systems standard.

In 2017, he was appointed president and head of Canada's delegation for the creation of ISO 37000 - Organizational Governance. Since 2022, he has been Chairman of the Scientific Committee for the only CSR certification standard, ESG1000.

Today, Mr. Levesque is a member of the board and outgoing president of the Cercle des ex parlementaires de l'Assemblée Nationale du Québec, as well as president of the democracy and parliamentarism committee of the Cercle des ex parlementaires de l'Assemblée Nationale du Québec, and acts as Senior Advisor in Governance and Forensic Leader for Francophone Africa at Deloitte and President of Global ETHIX, in addition to regularly speaking at international conferences.



Course 1

Fundamentals of Corporate Responsibility

(4 weeks)

A certificate from London Business School to participants who successfully complete the course.



Ioannis Ioannou
Associate Professor of Strategy
and Entrepreneurship



Module 1 (3 Hrs): The sustainability Challenge
Module 2 (5 Hrs): The sustainability Advantage
Online Self-paced (8 Hrs)
On-campus – Weekends or Evenings (3 Hrs)



Module 3 (1 Hr): Sustainability Leadership in Action (Part I).
Module 4 (4 Hrs): Sustainability Leadership in Action (Part II).
Online Self-paced (5 Hrs)
On-campus – Weekends or Evenings (3 Hrs)



Module 5: Sustainable Pathways to Value Creation.
Online Self-paced (5 Hrs)
On-campus – Weekends or Evenings (3 Hrs)



Module 6: Th roadmap to sustainability.
Online Self-paced (3 Hrs)
On-campus – Weekends or Evenings (3 Hrs)

Course 2

Strategy & Sustainability

(4 weeks)

A certificate from IESE business school to participants who successfully complete the course.



Mike Rosenberg
Associate Professor



Module 1 (4 Hrs): Business & The Environment
Module 2 (2 Hrs): Strategic Issues
Online Self-paced (6 Hrs)
On-campus – Weekends or Evenings (3 Hrs)



Module 3 (2 Hr): Strategic Options.
Module 4 (2 Hrs): Environmental Interest Groups.
Online Self-paced (4 Hrs)
On-campus – Weekends or Evenings (3 Hrs)



Module 5: Differences Across Industries and Around the World.
Online Self-paced (2 Hrs)
On-campus – Weekends or Evenings (3 Hrs)



Module 6: How to Develop a Sustainability Strategy.
Online Self-paced (3 Hrs)
On-campus – Weekends or Evenings (3 Hrs)

Course 3

Reporting extra-financier & stratégie RSE

(4 weeks)

A certificate from ESSEC Business School to participants who successfully complete the course.



Thierry Sibieude
Professeur



..... **Module 1 : Les Enjeux du Reporting Extra Financier**
Online Self-paced (6 Hrs)
On-campus – Weekends or Evenings (3 Hrs)



..... **Module 2 : Qualifier ses impacts.**
Online Self-paced (5 Hrs)
On-campus – Weekends or Evenings (3 Hrs)



..... **Module 3 : Mesurer sa performance sociale et environnementale et en rendre compte.**
Online Self-paced (6 Hrs)
On-campus – Weekends or Evenings (3 Hrs)



..... **Module 4 : Les nouvelles frontières du reporting extra-financier.**
Online Self-paced (5 Hrs)
On-campus – Weekends or Evenings (3 Hrs)



SPEAK WITH A PROGRAM REPRESENTATIVE

If you are considering the CSR Program and would like to speak with a Program Representative, please email

Najah.bellaaj@musteducation.tn

to schedule a one-on-one call.
We would be happy to speak with you!

Apply Now



CSR



www.musteducation.tn