

Harvard Business School to Host Program on Corporate Social Responsibility

Participants will learn to align CSR with business strategy by defining priorities, integrating social responsibility into business structure and managing risk

BOSTON, Sep. 01 /CSRwire/ - [Harvard Business School](#) (HBS) will host an executive education program, [Corporate Social Responsibility: Strategies to Create Business and Social Value](#), from October 17–20, 2012 on the HBS Campus. *Corporate Social Responsibility* will address the challenge of balancing business objectives and social accountability.

“Corporate Social Responsibility is a crucial element of any business strategy,” said Kash Rangan, Malcolm P. McNair Professor of Marketing and faculty chair of *Corporate Social Responsibility: Strategies to Create Business and Social Value*. “*Corporate Social Responsibility* will help corporate executives focus, align and integrate their CSR initiatives to create shared value for firms and communities.”

Designed for senior executives who direct [CSR programs](#), *Corporate Social Responsibility* will teach participants to fully incorporate social responsibility in ways that benefit both society and their business. The program will guide participants through best practices of developing an overarching CSR strategy suited to the unique requirements of their company and help them better position each organization for success.

“Executives in the program will learn to create competitive advantage through CSR by aligning corporate social responsibility strategies with organizational goals and capabilities,” said Rangan. “*Corporate Social Responsibility* focuses on teaching skills to help take participants’ strategy and management capabilities to the next level, such as fostering successful interaction with key stakeholder groups and learning to represent the business case for CSR initiatives.”

The course will be built on HBS case studies, lectures and small group discussions among peers, creating a dynamic and interactive learning environment.

For more information, please contact:

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Program Details:

Corporate Social Responsibility: Strategies to Create Business and Social Value will run from October 17–20, 2012 and will take place at Harvard Business School. Please visit <http://www.exed.hbs.edu/programs/csr/> for complete curriculum details and to apply.

Corporate Social Responsibility: Strategies to Create Business and Social Value **(October 17–20, 2012, Harvard Business School)**

Faculty:

[Robert G. Eccles](#), Professor of Management Practice, faculty cochair of *Innovating for Sustainability* and faculty chair of *Growing a Professional Service Firm—China*.

[Rebecca M. Henderson](#), John and Natty McArthur University Professor and faculty chair of the Business and Environment Initiative.

[Herman B. "Dutch" Leonard](#), Eliot I. Snider and Family Professor of Business Administration and George F. Baker, Jr. Professor of Public Sector Management Teaching Programs, Harvard Kennedy School. Leonard is a member of the General Management Unit, cochair of the HBS Social Enterprise Initiative and faculty chair of *Strategic Perspectives in Nonprofit Management*.

[Christopher Marquis](#), Assistant Professor of Business Administration.

[Jane Nelson](#), Senior Fellow and Director of the Corporate Social Responsibility Initiative and Mossavar-Rahmani Center for Business and Government, Harvard University John F. Kennedy School of Government.

[V. Kasturi Rangan](#), Malcolm P. McNair Professor of Marketing and cochair of the HBS Social Enterprise Initiative. Rangan is faculty chair of *Corporate Social Responsibility: Strategies to Create Business and Social Value* and faculty cochair of *Building Businesses in Emerging Markets*.

[Michael W. Toffel](#), Assistant Professor of Business Administration.

About Harvard Business School:

Harvard Business School Executive Education, a division of Harvard Business School, is located on a 40-acre campus in Boston, Massachusetts. HBS faculty develop and deliver over 80 open-enrollment Executive Education programs and more than 60 custom programs for leading organizations worldwide. Last year, more than 9,000 business executives attended programs in classrooms across the globe, including Boston, London, Mumbai, and Shanghai. With global research centers in seven key regions, HBS faculty continue to develop groundbreaking research, forge powerful alliances with global organizations, and fulfill the mission of educating leaders who shape the practice of business and innovation.

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