

FERDINAND PORSCHE



**FLEXIBLE.STUDY.**



MBA  
**International Corporate  
Social Responsibility Management**



# International Corporate Social Responsibility Management | MBA

**Corporate Social Responsibility** – a strategic management tool that has become indispensable in many companies and organisations. CSR addresses the impact that an organisation's action has on the environment, society, and the economy, all of which can be managed in a targeted manner.

The rapid economic growth of recent decades has created a great deal of opportunities for many people around the globe – and also negatively impacted our ecosystem. For this reason, we need leaders who can professionally manage the needs of people, the environment, and the economy while reconciling them

for future generations. Corporate Social Responsibility Management offers exactly the right approach.

As programme director I see my responsibility as providing the participants with the skills to sustain the future of our business world. Therefore, we train leaders at an academic level so they can act both entrepreneurially and sustainably, based on the international Social Responsibility standard ISO 26000.



Building a solid career and business involves both high commitment and expertise in SR standards. If you are looking to speed-up your career, Ferdinand Porsche Distance-Learning University of Applied Sciences is the perfect choice.



**Programme director Martin Neureiter**  
President & CEO of  
CSR Company International



## Key facts

**Degree:** MBA (Master of Business Administration)

**ECTS:** 90

**Duration:** 3 semesters / 1.5 years

**Start of programme:** Autumn semester

**Instruction language:** English

**Tuition fees:** EUR 16,800  
(excluding travel and subsistence costs)

**Type of study:** Distance learning via Online Campus plus three mandatory on-campus sessions (two in Austria, one international)

**Target group:** managers, (prospective) CSR managers, communication managers, business consultants and project managers

**Information:** [www.fernfh.ac.at/en/csr-mba](http://www.fernfh.ac.at/en/csr-mba)

# Programme

The **MBA programme 'International Corporate Social Responsibility Management'** at Ferdinand Porsche FernFH imparts all essential basics of CSR management, including a specialisation in specific subjects.

This internationally recognised MBA programme teaches the latest SR tools and empowers graduates to critically assess entrepreneurial issues through the lens of strategic, sustainable business management. Programme graduates are able to develop appropriate measures and solutions, implement them in the corporate context and take the business strategies of their company or organisation to the international level

of the sustainability standard ISO 26000. In addition, international CSR case studies are analysed and used as best-practice examples.

The programme aims to offer the tools and the guidelines for successful strategies and directions specifically tailored to global needs. The 360° vision is mandatory for an organic and sustainable development which, in time, will help avoid crises of any nature.

Two of the three mandatory on-campus sessions of this programme take place in Austria (Vienna, Wiener Neustadt); one abroad.

## Our mission



new skills in business administration at the highest level



your prestige



your success

## Five reasons to choose this programme

- 1 International curriculum-development team.** The globally recognised MBA program was developed by an international CSR expert team, headed by Martin Neureiter. The renowned expert heads the internationally active CSR Company and the CSR Institute at the St. Gallen Management Institute (SGMI) of the University of St. Gallen. He was responsible for the implementation of ISO 26000 and has published major academic works on CSR topics.
- 2 Programme structure in accordance with ISO 26000.** The CSR programme was developed on the basis of the highest international quality standards set by the Association of MBAs ([www.mbaworld.com](http://www.mbaworld.com)). The structure of the curriculum is based on the international standard ISO 26000. Accordingly, graduates of this programme can use their CSR expertise internationally and according to uniform SR standards.
- 3 Excellent know-how.** Only internationally accredited CSR experts who come directly from the field work as lecturers. They provide sound knowledge paired with the latest tools.
- 4 International CSR network.** These internationally experienced speakers, and their elite network, can open up access for programme participants to companies and institutions all around the world.
- 5 Flexible study format.** The flexible and location-independent orientation of the programme is tailored to the needs of a career in corporate social responsibility. The modular structure with three mandatory attendance phases allows the participants to complete a challenging and academic continuing education in addition to their professional life.

## Graduation

Upon successful completion of the partial examinations, participation in the three on-campus sessions, and after the positive assessment of the master's thesis, the

graduates receive the internationally recognised degree 'Master of Business Administration'.

# Contents

The curriculum of this program has been developed according to the principles of ISO 26000 and covers the main CSR principles: responsibility, transparency, ethical behaviour, network building, and stakeholder communications.

In the most up-to-date curriculum, the participants will learn how the future direction of economic life can be successfully implemented regarding CSR and sustainability factors.

It is important to integrate strategic social responsibility into the core business strategy. This requires skills that go beyond individual disciplines such as process optimisation, cost reduction or compliance.

Being a part of this international programme equips you with the expertise required for discerning yet effective management of businesses in any field.



## Information

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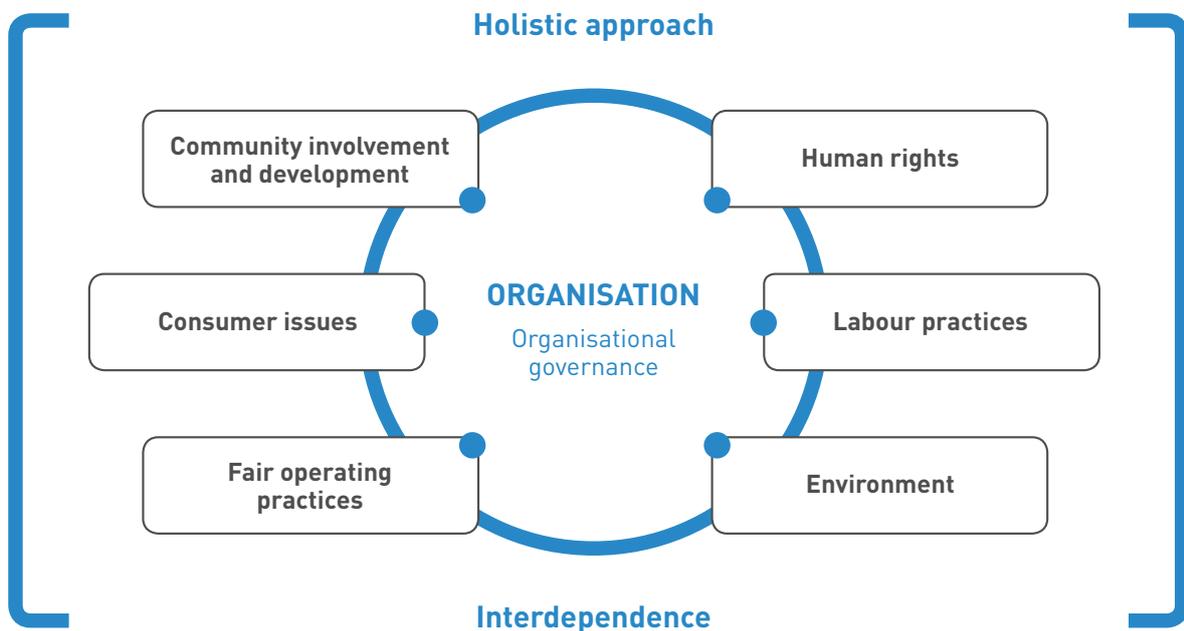
**Mail:** [csr-mba@fernfh.ac.at](mailto:csr-mba@fernfh.ac.at)

For further information, please visit the programme website: [www.fernfh.ac.at/en/csr-mba](http://www.fernfh.ac.at/en/csr-mba)

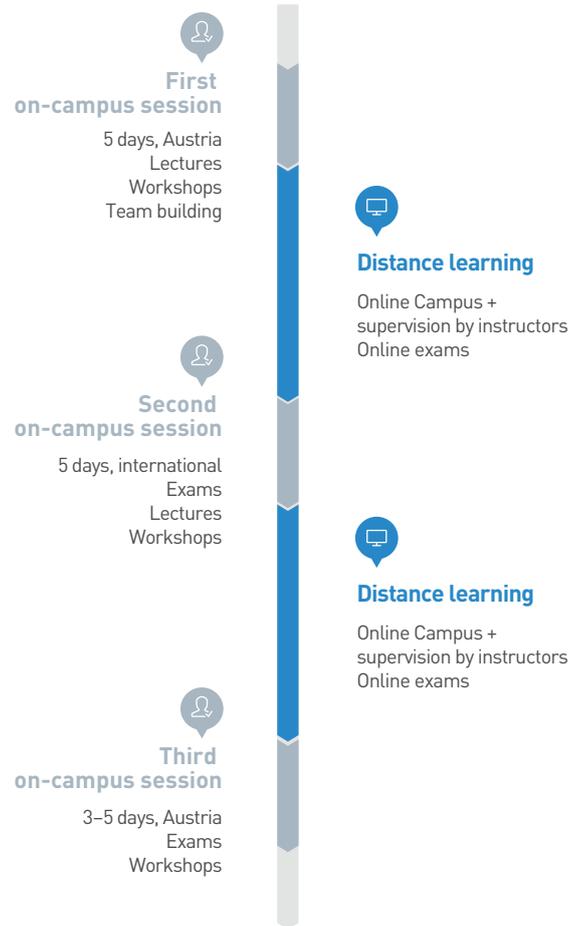
# Competency profile

The major fields of study are based on the seven core areas of ISO 26000.

These CSR core competences are complemented by skills in the areas of leadership and scientific work.



# Programme overview



## The unique online campus

Through innovative learning and teaching methods in the field of distance learning, Ferdinand Porsche FernFH has taken on a pioneering role in distance education. At the heart of the model is the Online Campus, which is the central teaching and learning platform.

### **Flexible via Online Campus.**

The online campus is always available and students can use it to access mobile courses (with a laptop, tablet or smartphone) as well as lectures and documents, at any time day or night. This offers a uniquely high level of flexibility during your studies.

### **Innovative teaching materials accessible at any time.**

Use virtual classrooms around the clock for (learning) activities, participate in online discussions, and access resources such as digital-learning materials, scientific e-papers, and educational videos.

### **Study and network interactively.**

Communication and collaboration tools enable ongoing exchange between lecturer and students, as do community features such as forums, video conferencing, and online consultations.

# Curriculum\*

|   |  | Semester | 1         | 2         | 3         | ECTS      |
|---|--|----------|-----------|-----------|-----------|-----------|
| Introduction to CSR                       | Introduction to Corporate Social Responsibility                  |          | 2         |           |           | 8         |
|   | Understanding Social Responsibility I + II                       |          | 2         |           |           |           |
|   | Stakeholder Theory & Practise I + II + III                       |          | 4         |           |           |           |
| Leadership                                | Ethical Leadership I + II  |          | 2         |           |           | 13        |
|   | Management Approach of CSR-ISO 26000                             |          | 2         |           |           |           |
|   | Strategic Management, Integrated CSR Management I + II           |          | 2         |           |           |           |
|   | Responsibilities of Organisations                                |          |           | 2         |           |           |
|   | Leadership Development I + II                                    |          |           | 2         |           |           |
|   | Changing Values  |          |           | 1         |           |           |
|   | Sustainable Entrepreneurship in Theory & Practice - Case Studies |          |           | 2         |           |           |
| Core Subjects of Social Responsibility    | Corporate Governance I + II                                      |          | 2         |           |           | 16        |
|   | Human Rights I + II + III  |          | 4         |           |           |           |
|   | Labour Issues I + II   |          | 2         |           |           |           |
|   | Environment I + II   |          | 2         |           |           |           |
|   | Fair Operating Practises I + II                                  |          | 2         |           |           |           |
|   | Consumer Issues I + II   |          | 2         |           |           |           |
|   | Community Engagement & Development I + II                        |          | 2         |           |           |           |
| Framework for CSR                         | Framework for Corporate Social Responsibility                    |          |           | 6         |           | 12        |
|   | Relevance & Materiality  |          |           | 1         |           |           |
|   | Relevance & Significance   |          |           | 1         |           |           |
|   | CSR: International Best Practice I + II                          |          |           | 2         |           |           |
|   | CSR Integration I + II   |          |           | 2         |           |           |
| CSR Communications                        | Leading from the Top & Stakeholder Communication I + II          |          |           | 2         |           | 5         |
|   | Internal & external Communication                                |          |           | 1         |           |           |
|   | CSR Reporting in Practice  |          |           | 1         |           |           |
|   | CSR Reporting according to GRI                                   |          |           | 1         |           |           |
| CSR in small & medium-sized Organisations | Responsible Investments  |          | 2         |           |           | 6         |
|   | CSR in small & medium-sized Organisations                        |          |           | 1         |           |           |
|   | Innovation Management through CSR I + II                         |          |           | 2         |           |           |
|   | Legal Aspects of CSR   |          |           | 1         |           |           |
| Supply Chain Management                   | Supply Chain Management I + II                                   |          |           |           | 2         | 4         |
|   | CSR & Risk Management  |          |           |           | 2         |           |
| Scientific Research                       | Scientific Research  |          |           | 4         |           | 26        |
|   | Master's Thesis Seminar  |          |           |           | 2         |           |
|   | Master's Thesis  |          |           |           | 20        |           |
| <b>Total</b>                              |  |          | <b>30</b> | <b>30</b> | <b>30</b> | <b>90</b> |

\* Subject to approval by the academic board

## About Ferdinand Porsche FernFH

**Ferdinand Porsche FernFH is Austria's leading university for distance learning.** It specialises in flexible and mobile studying by combining modern media with mandatory on-campus sessions.

All education and training programmes are specifically **tailored to the needs of working professionals.**

Ferdinand Porsche FernFH has been certified by AQ Austria, the Austrian Agency for Quality Assurance and Accreditation.

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The course instructors are as specialised in both traditional academic knowledge transfer as well as the design of an integrative study and learning experience.



**Axel Jungwirth**  
CEO Ferdinand Porsche FernFH  
Distance-Learning University  
of Applied Sciences

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## Contact & Information

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We use FSC standard certified paper.

