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# Graduate Certificate In Corporate Responsibility

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Graduate School of Management



# Why our Graduate Certificate in Corporate Responsibility?

The Graduate School of Management (GSM) is committed to adopting the Principles of Responsible Management Education (PRME) initiative and has partnered with the Australian Centre for Corporate Social Responsibility (ACCSR), one of Australia's leading specialist service providers in the area of corporate social responsibility, to offer the first graduate level qualification in this emerging area of professional practice.

As part of the PRME initiative, the GSM has voluntarily committed to engaging in a continuous process of improvement of the following principles, reporting on progress to all our stakeholders and exchanging effective practices with other academic institutions:

## Principle 1

*Purpose:* We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

## Principle 2

*Values:* We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

## Principle 3

*Method:* We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

## Principle 4

*Research:* We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



**LA TROBE UNIVERSITY'S GSM** is one of only two Australian business schools to endorse the United Nations (UN) initiative.

## Principle 5

*Partnership:* We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

## Principle 6

*Dialogue:* We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

For more information on this initiative, please visit: [www.unprme.org](http://www.unprme.org)

The La Trobe University Graduate Certificate in Corporate Responsibility (GCCR) is an exceptionally important step in the professionalisation of corporate responsibility as a management practice in Australia. Our work with hundreds of managers dealing on a daily basis with corporate responsibility issues has shown us the depth of need for a university-based postgraduate program to meet the requirements of this emerging industry. More corporate responsibility managers are being hired in Australia every week. They want access to the growing body of academic and professional knowledge to help them do their jobs better. Their employers increasingly expect their corporate responsibility hires to have formal qualifications, not just passion and enthusiasm. We are very proud to be associated with La Trobe University's Graduate School of Management in the development and delivery of this course.

*Dr Leeora Black*  
Managing Director  
Australian Centre for Corporate Social Responsibility



# GCCR Program Information

The aim of this course is to contribute to the professionalisation of the corporate responsibility (CR) function by creating an educational pathway and an agreed set of competencies, skills and fundamental knowledge that people require to work in this field.

This course is therefore suitable for people who:

- are or would like to be working in CR
- would like to obtain a specialised qualification in CR
- would like a clearer educational pathway into the CR profession.

## Course structure

The GCCR requires completion of four compulsory units.

Three units are delivered in block mode equivalent to 30 hours class contact per unit, and one unit delivered via workshops (equivalent to 4 days), conducted by ACCSR.

## Business in Society

This unit explores the evolving role of the organisation in society, introducing concepts of CR and stakeholders. It is based on the view of organisations as open systems and explores the interdependencies between the environment and the organisation. It introduces various perspectives of social responsibility: strategic; legal; reputation; employee relations; community relations; ethics; philanthropy; and business environment. The unit also explores the divergent concepts around shareholder and stakeholder purpose.

- Organisations as open systems
- Organisational purpose
- Corporate responsibility framework
- Relationships with stakeholders such as employees and customers
- Organisational effectiveness
- Environment and relationships
- Strategy and innovation

## Foundations in Integrating Responsible Business Practices

This unit is presented by ACCSR and through practical workshops (4 days total) introduces students to applications of Stakeholder Management, Measurement and Reporting of CR, CR Strategy and Frameworks, and Communicating CR. These workshops enable students to use tools to embed and strengthen CR capabilities in organisations. For further information on workshops visit: [www.accsr.com.au](http://www.accsr.com.au)

## Culture, Values and Ethics in Business

This unit explores decision-making frameworks that are useful for managers and directors to use and understand in business contexts. It explores frameworks based on behaviour, ethics, power and politics, culture and values and uses them to analyse various ethical dilemmas that businesses face. It also presents ways of integrating these into performance management systems. The unit predominantly uses self reflection and experiential learning approaches.

## Foundations in Managing Environmental, Social and Governance (ESG) Risk and Corporate Value

This unit introduces concepts that are necessary for managers and directors to understand in developing a sustainable business. It begins with an overview of the responsibility of the board in managing corporate value and risk before moving on to provide an understanding of ESG risk and corporate value measurement, presupposing a stakeholder view of the firm. These concepts will be expanded upon in more advanced subjects that students may wish to choose in further developing their knowledge and ability in areas of Corporate Governance, Managing Risk and Resources, and Measurement of CR Performance.

- Board oversight and accountabilities
- Identifying and managing risk and opportunity
- Concepts of corporate value and its measurement

## Information evenings

TERM	DATE	TIME
1	Wednesday 19 November	5:30pm for a 6pm start
2	Wednesday 25 March	5:30pm for a 6pm start
3	Wednesday 17 June	5:30pm for a 6pm start
4	Wednesday 9 September	5:30pm for a 6pm start

For further information regarding information evenings please contact the GSM direct or visit the website at [www.latrobe.edu.au/gsm](http://www.latrobe.edu.au/gsm)



**BECOME ONE OF THE FIRST IN AUSTRALIA** to graduate with a specialised corporate responsibility qualification.

“There are intrinsic benefits from having a recognised qualification – such as increasing your opportunities for employment and learning from the experiences of others in the course”.

*Quote from ACCSR Survey 2007, The CSR Manager in Australia*

# La Trobe University – Infinite Possibilities

## Academic excellence

La Trobe University is an international leader in the academic marketplace. With some of the most rigorous academic courses available, the University continues to be measured by the eminence and success of its staff and graduates.

A qualification from La Trobe University is recognised by international accreditation authorities, and held in high regard by overseas companies and educators. Your life-long journey of achievement begins at La Trobe University.

La Trobe University's courses are recognised by the Australian government and by major professional bodies in Australia and abroad. They are equal to the standards of the finest university courses offered anywhere in the world.

## Outstanding reputation

La Trobe University is one of Australia's largest and fastest growing universities. It has a reputation for outstanding teaching and research practice, and world class academic standards.

## Global network

La Trobe University's world-wide links in teaching, student exchange and professional and international development provides its students with access to an exceptional global education network.

La Trobe University is a truly multicultural community with teaching and training links to 200 universities around the world. La Trobe educates more than 4500 international students from over 90 countries every year.

## Research excellence

La Trobe University is leading the way in international research with over 30 local research centres, and more than 80 international co-operative research agreements.

La Trobe's academic staff maintain an exceptional level of accomplishment in generating awards and funding across a variety of research programs.

## Graduate success

La Trobe's graduates experience excellent employment outcomes in companies, governments, and community organisations all over the world.

The University offers extensive careers services to help our graduates succeed. La Trobe's 80,000 strong global alumni network comprises notable names such as Dr David Morgan, former CEO of Australia's Westpac bank, and Dr Geoff Raby, Ambassador to the People's Republic of China.



Corporate Responsibility is increasingly seen by community, media, commentators, academics, policy makers and business as important. Corporations have a variety of broad social obligations to a variety of stakeholders that exist both internally and externally. CR is now an important component of a firm's overall strategy. Universities have a role in creating a new generation of business people that can deliver on broad business and financial imperatives at a time of increasing social and environmental challenges. In developing an integrated approach, universities need to integrate sustainability across core subjects and programs. The GCCR at the GSM takes up this challenge in this course.

*Dr Suzanne Young  
Director GCCR & Director Executive Education and Consulting*



# About the Graduate School of Management

The Graduate School of Management is a leading provider of postgraduate and post-experience management training services. Its courses are internationally recognised and deliver a world-class management education that is both academically rigorous and professionally relevant. The Graduate School of Management was established in 1997 as a separate School within the Faculty of Law and Management. Since that time its offerings have grown to include the following research and coursework programs:

## Research Program

- Doctor of Philosophy (PhD)

## Master's by Coursework and Associated Programs

- Graduate Certificate in Corporate Responsibility (GCCR)
- Graduate Certificate in Business Administration (GCBA)
- Graduate Diploma in Business Administration (GDBA)
- Postgraduate Business Administration Study Abroad
- Master of Business Administration (MBA)
- Master of International Business (MIB)

## Double Master's Degrees

- Master of Information Technology and Master of Business Administration
- Master of Business Administration and Master of Electrical Engineering
- Master of Business Administration and Master of Telecommunications Engineering
- Master of Business Administration and Master of Health Administration

## Executive Education and Consulting Program

- Specialised Executive Education
- Professional Consulting Services

## Principles for Responsible Management Education

La Trobe University's Graduate School of Management has endorsed the Principles for Responsible Management Education (PRME) – a UN-backed global initiative developed to promote corporate responsibility and sustainability in business education. The initiative has now been endorsed by more than 100 business schools and universities from around the world.

Institutions participating in the initiative, launched in mid-2007, make a commitment to align their mission and strategy, as well as their core competencies (education, research and thought leadership), with UN values embodied by the six PRME principles. Actions encouraged under the initiative's framework include curriculum development around the corporate responsibility agenda and research in support of sustainable management systems, as well as public advocacy and opinion leadership to advance responsible business practices.



## COME AND STUDY AT A 4 STAR RATED\* GRADUATE SCHOOL OF MANAGEMENT

La Trobe University's Graduate School of Management - one of the best graduate schools in Australia.

\* Graduate Management Association of Australia Star Rating 2008 ([www.gmaa.asn.au](http://www.gmaa.asn.au))

# Staff excellence and research

## Emeritus Professor

**Dr Greg O'Brien**, BSc *Qld*, MSc *NE*, PhD *ANU*

## Adjunct Professors

**Dr Alan Ryan**, BA(Hons), LLB *Melb.*, PhD *Camb.*

**Dr Stephano Tonchia**, MEnd (Hons) *Uni of Udine*,  
PhD *Uni of Padua*

**Dr Mike Moore**, LLD (Honoris Causa), *La Trobe*

## Professor

**Professor Geoffrey Durden**, Head of School, BSc *Coventry*,  
MSc *Aston*

## Associate Professors

**Dr Richard Pech**, Director of Research, Dip. BusStud, MBA,  
PhD, *Massey*

**Dr Pauline Stanton**, BA (Econ)(Hons), CertEd *Uni of Manchester*,  
MSc *Uni of Salford*, PhD *La Trobe*

## Senior Lecturers

**Dr Kok-Boon Oh** – Director of Finance, BEc *Monash*, MBA *NTU*,  
DBA *VU*, CPA, CA

**Dr Suzanne Young**, Director GCCR and Director Executive  
Education and Consulting, B.Com *Melb*, GDip Mgt, MBA,  
PhD *Deakin*

**Mr Bret Slade**, BA, Dip Ed, MEd *La Trobe*

## Lecturers

**Dr Navin Veerapa**, Director Master's Programs (MBA & MIB),  
BSc(Hons), *UoM/UCNW*, MBA *Indiana State Uni*, PhD *RMIT*

**Dr Vijaya Thyil**, BA (Econ), MA (Econ), MBA PSG,  
PhD *Uni of Madras*

For full staff profiles visit: [www.latrobe.edu.au/gsm/staff](http://www.latrobe.edu.au/gsm/staff)



The Graduate School of Management received a 5 star rating in the Academic Qualification section of the *2009 Good Universities Guide to MBA and Graduate Management Programs*. This gives students the benefits of a highly qualified and committed lecturing team.

*Professor Geoffrey Durden*  
*Head of School*  
*Graduate School of Management*



# Applications

## How to apply

Please contact the Graduate School of Management or visit the website listed below for information about application procedures, application forms and study opportunities at La Trobe University.

### Contact:

Graduate School of Management  
La Trobe University  
Victoria 3086 Australia  
Ph: (03) 9479 3100  
Fax: (03) 9479 3144  
Email: [gsm@latrobe.edu.au](mailto:gsm@latrobe.edu.au)  
Web: [www.latrobe.edu.au/gsm](http://www.latrobe.edu.au/gsm)

## Term dates 2009

The GCCR will run over 4 terms each year. The GSM will offer one unit per term, within the term dates listed below.

TERM	COMMENCING	ENDING
1	12 January	20 March
2	6 April	12 June
3	29 June	4 September
4	21 September	27 November

Please note confirmed unit dates will be available in December. For further information please contact the GSM direct or visit our website.

## Entry requirements

- An Australian Bachelor's degree in any discipline or an approved international equivalent and 2 years relevant work experience  
or
- A significant level of business experience, equivalent to 5-8 years.

## Tuition fee

### A\$10,000 (total)

Tuition fees listed in this publication are based on the standard annual credit point load for each course. In some courses or due to study load variations, loads may vary above or below the standard credit load term.

Students will be invoiced for fees based on their actual credit point load for each term. Please refer to the University Handbook for information on the standard annual credit point load for a course: [www.latrobe.edu.au/handbook](http://www.latrobe.edu.au/handbook)

Tuition fees do not include the cost of text books, health insurance or living expenses such as food, accommodation, transport and medical costs.

### Please note

La Trobe University reserves the right to increase fees on an annual basis. In an environment of continued economic stability, it is envisioned that fees will normally not rise by more than 10% per annum for most courses.

## Advanced Standing (credit)

Advanced Standing (credit) refers to credit that is granted on the basis of previous studies. La Trobe University may grant Advanced Standing (for subjects passed at other recognised tertiary institutions) if:

- They are equivalent in content and standard to those offered by La Trobe University
- They are relevant to a student's planned course of study.

If you wish to apply for Advanced Standing (credit) for previous studies you must provide details, including course syllabus (e.g. handbook entries in English translation, with your applications).

The University will not assess previous studies for Advanced Standing (credit) before an application is lodged and this information is supplied.



**WE UNDERSTAND** that our own organisational practices should serve as example of the values and attitudes we convey to our students.



**THE FOUR TERM BLOCK MODE** structure of this program maximises the entire year for a flexible, self-paced program.

## Contact

### Graduate School of Management

La Trobe University  
Victoria, 3086 AUSTRALIA

**Telephone** (03) 9479 3100  
**Fax** (03) 9479 3144  
**Email** [gsm@latrobe.edu.au](mailto:gsm@latrobe.edu.au)

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[www.latrobe.edu.au/gsm](http://www.latrobe.edu.au/gsm)

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