



CENTRAL BANK OF EGYPT  
Egyptian Banking Institute

# CSR – Corporate Social Responsibility

## Banking Operations and Forgery



9204-1



Virtual



40 hours

### Course Description:

This course provides an in-depth understanding of Corporate Social Responsibility (CSR) and related areas such as Compliance, Risk, and Corporate Governance. It examines the relationships among a firm's executive leadership, governing board, and stakeholders, exploring various governance models in both for-profit and non-profit sectors within the U.S. It also covers the roles and responsibilities of each party, as outlined in legal codes and current best practices. The course discusses the functions of different board committees and their interactions with regulatory agencies, such as the Central Bank of Egypt.

A core part of the course explores the “purpose of CSR” from multiple perspectives and its relationship with Environmental, Social, and Governance (ESG) factors, with insights from prominent global and Egyptian thought leaders.

Banks today face numerous global challenges and ethical considerations. These challenges often bring differing expectations regarding the economic, social, and environmental responsibilities that organizations should uphold. This course guides participants through the principles and techniques of CSR, helping them develop and implement CSR frameworks that comply with international standards and align with the “triple bottom line” — Profit, People, and Planet — rather than focusing solely on profits.

This course guides participants through the principles and techniques of CSR, helping them develop and implement CSR frameworks that comply with international standards and align with the triple bottom line “Profit, People, and Planet” rather than focusing solely on profits.

### Target Audience:

Middle and Senior Management in CSR Department.

### Course Objectives:

- Define strategic management principles to drive responsible business decisions.
- Set the core principles and pillars of CSR and their impact on business success.

- Explain ESG and CSR reporting frameworks to enhance transparency.
- Clarify the relationship between Corporate Governance and CSR.
- Develop skills to Stakeholder Engagement.
- Identify Stakeholder Engagement

### Course Outline

#### Module 1: Strategic Management

##### Chapter 1: Understanding Strategy

- Origin of strategy.
- Definition of strategy.
- Strategy in our daily routine.
- Are you a strategic thinker?
- Exercise: Strategic Thinking.

##### Chapter 2: The Framework of Strategic Management

- What is strategic management?
- Components of strategic management.
- Corporation's Value Chain.
- Exercise: SWOT analysis.

##### Chapter 3: Strategic Direction and Planning

- Strategic direction.
- Hierarchy of Strategy.
- Plans and evaluation.
- Exercise: Portfolio analysis BCG.

##### Chapter 4: Change Management

- People and fear of change.
- Embrace and manage the change.
- Exercise: Change management.

#### Module 2: CSR & Main Pillars and Enhancing Brand Reputation

##### Chapter 1: CSR & Main Pillars

- Environmental sustainability: Implementing practices to reduce carbon emissions, manage waste effectively, and use resources wisely.
- Ethical labor practices: Promoting fair working conditions, fostering diversity, and ensuring inclusion within the workforce.



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## Course Outline:

### Module 1: Strategic Management

#### Chapter 1: Understanding Strategy

##### Session One: What is Strategy?

- Origin of strategy.
- Definition of strategy.
- Strategy in our daily routine.
- Are you a strategic thinker?
- Exercise: Strategic Thinking.
- Assignment.

#### Chapter 2: The Framework of Strategic Management

##### Session One: Building Blocks of Strategic Management

- What is strategic management?
- Components of strategic management.
- Corporation's Value Chain.
- Exercise: SWOT analysis.
- Assignment.

#### Chapter 3: Strategic Direction and Planning

##### Session One: Shaping Strategic Direction and Plans

- Strategic direction.
- Hierarchy of Strategy.
- Plans and evaluation.
- Exercise: Portfolio analysis BCG.
- Assignment.

#### Chapter 4: Change Management

##### Session One: Leading and Managing Change

- People and fear of change.
- Embrace and manage the change.
- Exercise: Change management.
- Assignment.

## Module 2: CSR & Main Pillars and Enhancing Brand Reputation

### Session one: CSR & Its Main Pillars

- Environmental sustainability: Implementing practices to reduce carbon emissions, manage waste effectively, and use resources wisely.
- Ethical labor practices: Promoting fair working conditions, fostering diversity, and ensuring inclusion within the workforce.
- Community engagement: Contributing to local communities through charitable donations, volunteer work, and partnerships.
- Transparency and accountability: Maintaining open communication about business practices and being responsible for their outcomes.
- Assignment.

### Session Two: Enhancing Brand Reputation – Part I

- Promoting Sustainability: Reducing environmental impact and promoting practices that contribute to ecological balance.
- Supporting Community Development: Engaging with and investing in local communities to foster economic growth and social well-being.
- Ensuring Ethical Practices: Upholding high standards of integrity, fairness, and respect in all business operations and interactions.
- Attracting and Retaining Talent: Creating a positive workplace culture that appeals to employees, fostering loyalty and reducing turnover.
- Driving Innovation: Encouraging creative solutions to social and environmental challenges, which can also lead to new business opportunities.
- Assignment.

### Session Three: Enhancing Brand Reputation – Part II

- Meeting Regulatory Requirements: Complying with legal standards and regulations related to social and environmental responsibilities.
- Engaging Stakeholders: Building strong relationships with customers, employees, suppliers, and the community through open dialogue and collaboration.
- Contributing to Economic Development: Supporting initiatives that promote economic growth, job creation, and social equity.
- CSR and its relationship with Compliance, Corporate governance & Risk.
- Assignment.



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### Module 3: ESG & CSR Reporting Frameworks

#### Session One: Global Reporting and Standards

- Global Reporting Initiative (GRI): Provides guidelines for sustainability reporting.
- Sustainability Accounting Standards Board (SASB): Offers standards for reporting on sustainability metrics.
- Stakeholder Engagement Platforms.
- Assessment and Certification: Tools like B Corp Certification or ISO 26000 that assess and validate CSR practices.
- Joining industry-specific groups or coalitions focused on CSR best practices and sharing resources.
- Assignment.

#### Session Two: Environmental and Social Dimensions

- Climate change impact: Carbon footprint, emissions, and energy use.
- Resource management: Water usage, waste management, and sustainable sourcing.
- Biodiversity: Effects on ecosystems and wildlife.
- Waste Management: Practices for reducing, recycling, and responsibly disposing of waste.
- Community Engagement: Supporting local communities through philanthropy and volunteerism.
- Assignment.

#### Session Three: Integrating CSR into Strategy & Practice

- Environmental Stewardship: Initiatives to reduce environmental impact, such as sustainability programs.
- Ethical Labor Practices: Commitment to fair labor practices and employee well-being.
- Case Study: Finance and CSR at Banco W: In Search of the Missing Link.
- Assignment.

### Module 4 – Corporate Governance & CSR

#### Session One: Corporate Governance Frameworks & Structures

- Frameworks and Standards
  - OECD Principles of Corporate Governance
  - The UK Corporate Governance Code
  - The Sarbanes-Oxley Act (SOX) in the U.S.
- Board of Directors: Composed of individuals responsible for overseeing the company's management and making key decisions.
- Independence: A mix of independent and non-independent directors is crucial for objective decision-making.
- Governance Structures: Encourage ethical behavior through codes of conduct, compliance programs, and oversight mechanisms.
- Assignment.

#### Session Two: Linking Governance to CSR & ESG

- CSR Policies: Are often grounded in these ethical frameworks, guiding companies to operate in a socially responsible manner. Strong governance helps ensure that CSR initiatives are genuine and impactful.
- Governance is one of the three pillars of ESG, focusing on how a company is directed and controlled.
- Strong governance practices are essential for ensuring accountability, transparency, and ethical behavior, which are critical for effective ESG performance.
- Ethical Standards: Implement and enforce a robust code of ethics that guides CSR activities and decision-making processes.
- Regular Reporting: Publish integrated reports that outline governance practices alongside CSR activities, highlighting their interconnections and impacts.
- Assignment.

### Module 5: Stakeholder Engagement

#### Session One: Managing Stakeholders Effectively

- Stakeholders Analysis.
- Identification of stakeholder management styles and customer needs.
- How Stakeholders will fit into a project?
- Understanding Stakeholder Behavior Style.
- How Our Behavioral Style Interacts with Stakeholders' Styles?
- Identifying Stakeholder Needs.



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- Strategies for effective collaboration with each stakeholder.
- Recognition of ways to secure stakeholder agreement.
- Assignment.

### **Session Two: Progression Plan**

- Creation of a progression plan.
- Distinction of the six different persuasion styles.
- On-going Stakeholder Management.
- Long-term success of the project relies on stakeholder satisfaction and involvement.
- Stating various methods to build ongoing relationships.
- Assignment.

### **Assessment Strategy:**

- 40% assignments.
- 60% participation.
- The cut-off score is 70% of the total grade which is 100.

### **Upon Successful Completion of this Course, participants will obtain:**

3.6 CEUs.

### **Course Language:**

English.

### **Prerequisites:**

Intermediate level of English.



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### Instructor Bio:

#### Dr. Aiman Atef

Dr. Aiman Atef is working as an instructor in many Universities and Business Schools, he is tutoring in MBA and DBA Programs in Marketing, Management, Entrepreneurship and Project Management.

Dr. Aiman has been in both Academic and Practical Business field for over 22 years. He managed mega projects in Egypt and GCC Area.

Dr. Aiman is a Certified as a Facilitator on Virtual Online Training from Associate for Talent Development (ATD). Certified Professional Behaviors® and Motivators® Analyst form Target Training International Success Insights® (TTISI®). He is a certified Business Impact Leadership (BIL) from Development Dimensions International (DDI®). He participates in developing and delivering programs to regional and local participants in various Management, Marketing, Leadership, Coaching, Performance Management, Strategic Planning, Interpersonal Skills, Team Building, Presentation Skills, Customer Service, Problem Solving, and Creative Thinking. Dr. Aiman is a Management Instructor, Skills Coach and Human Development Consultant specialized in the field of Learning and Human Development, Human Resources Management, and L&D Consultancy. He gained solid experience working in multinational companies such as IBM Egypt, Berlitz, Dale Carnegie (Egypt and Gulf), NGOs, ITWorx, PROMARK and MedShield for Medical Insurance. In addition to that, his wide exposure to several Multinational organizations, as an external consultant and trainer, added to his wide scale of experience as a training consultant. His passion for human development and training reinforced him with high intellectual capacities that made him able to work as a consultant in parallel with delivering highly effective trainings as a Master Trainer in Westwood Misr for Training and Human Development.

Dr. Aiman obtained his Business Administration degree from Cairo University majored in Accounting section. This was followed by Master of Business Administration (MBA) from ESLSA, Paris, France in which he achieved an honor degree in his research about "Customer Experience Influence on the Brand Equity". Followed by Doctorate of Business Administration (DBA).

Currently, although Dr. Aiman got rewarded with many certifications such as Dale Carnegie Trainer, Trainer and Master Trainer from Microsoft, yet he positioned himself in many prominent rankings; for instance, he worked as a project manager in an education mega project with Cairo University and worked as a Training Consultant for ITWorx (UAE). He trained various participants' levels through the public and private sectors: managers, middle-management staff, under graduates and fresh graduates, multinational organizations, e.g. Savola Group KSA, Nahdi Pharmacies KSA, Juhayna,, Global Nappi Pharma, El Araby Group, IBM, Egypt Post, and Ministry of Justice

### Dr. Mohamed Aly El-Semary

Dr Mohamed El Semary is one of the expertise in the Finance, Investment, Governance & Risk Management; Mohamed is working with the commercial banks for more than 20 years in addition to his consultation and technical training with the Egyptian Banking Institution and to the different parties like Banks, Egyptian post, and insurance and microfinancing companies.

#### Current Position:

Mohamed has worked in Wealth Management, Risk Management, and Internal audit in class A commercial bank in senior positions and has been a part of applying Governance, Merge and Acquisition for more than commercial banks which robust his experience in the bank flow and macro policies and procedures.

#### Education:

Graduated from Faculty of Commerce and Business Administration (English Section) Helwan University.

#### Certifications:

- Mohamed has gained his master's degree in finance by grade Excellent, His Doctor Business Administration "Excellent with honor" by GPA A
- In addition, that he has earned his credit diploma from American University in Cairo- AUC by grade A and Operational Risk Manager certified from PRMIA Risk Association. on the training side he is certified from American Training Association as a certified trainer.
- MBA Holder with degree " Excellent ", Major Banking & finance.

#### Years of Experience at EBI:

3 years



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### Dr. Amr Sukkar

Amr Sukkar is a Business Economist expert for European Union, Founder and CEO of a leader Medical Company, Management and Marketing Associate Professor. Dr. Amr has taught management and Leadership content for the past 15 years. He engages learners in both formal education at international universities and informal education for professionals through trainings, seminars, workshops, conferences, and other types of engagements. He brought the management messages to several countries, including Egypt, the United States, Tunisia, KSA, UAE, Turkey and several African Union countries to name a few. He supervised numerous PhD. dissertations, Master's thesis and graduation projects. Amr has also advised many companies, ranging from start-ups to internationals, on their management performance, especially through stakeholder panels, subject matter expert committees and advisory boards. Dr. Amr is an author for a several articles and research papers focused on SMEs, leadership, governances, and sustainable development at international scientific journals. Presenter and developer of a YouTube program aiming at simplifying the science of management.

#### Current Position:

- Associate Professor, LIGS University, Hawaii, USA
- European Union Business Economist Consultant
- Owner Director Emm Company
- Associate Professor, Graduate School of Business, Arab Academy for Science, Technology and Maritime Transport
- Subject Matter Expert at National Training Academy
- Associate Professor ESLSCA Business School
- Associate Professor, MBA programs at Swiss School of Management
- Associate Professor, DBA & MBA programs at International Business Academy of Switzerland

#### Education

- Ph.D. 2017 Major: (Leadership and Business Sustainability, Middle East Small and Medium Size Perspective)
- M.Phil. (Master of Philosophy) 2014 Major: Management
- Master of Business Administration (MBA), 2011 Major: International Business
- Bachelor of Pharmaceutical science, 2008

#### Certifications:

- Mastering Business Skills for Entrepreneurs at American University in Egypt.
- Training of Trainers (TOT) Certified National Training Academy
- Presidential Leadership Program at National Training Academy in Egypt. (Sep 2016 to Jan 2018)

- Training of Trainers (TOT), Yaki- Egypt
- 3L Negotiation Training Program, French University in Egypt
- 7 Habits for Highly Effective People, LTC Egypt

#### Training Experience with other Entities:

- Business Administration Professional Trainer, American Chamber
- Management Professional Trainer, National Training Academy