

## **FOR IMMEDIATE RELEASE**

January 23, 2014

### **EUROPEAN UNIVERSITY AND THE INTERNATIONAL LABOUR ORGANIZATION RUN SECOND YEAR OF JOINT CSR CERTIFICATE PROGRAM**

European University (EU) and the International Labour Organization (ILO) are partnering up for the second consecutive year to offer their joint Certificate Program in Corporate Social Responsibility.

The three-day program instills the importance of CSR in its future managers. All EU MBA students, regardless of their major, are eligible to earn this certificate free of charge. The certificate program will take place from Thursday, February 6 through Saturday, February 8, 2014, from 9:00-17:00 on all three days. The program is open to non-EU students at a cost of CHF 600. New this year, EU is accepting a very, very small number of undergraduate applicants; these are looked at on a case-by-case basis.

The seminar will be led by ILO Senior Specialist Emily Sims. Day one of the program will take place at the ILO headquarters in Geneva, with the remainder of the program taught at the European University Geneva campus. The certificate course will first take an in-depth look into sustainability issues and their political economy, in terms of how it relates to investment and environment. It will then cover core labor standards, current challenges, company culture and the role of the state as they pertain to and affect CSR.

The program will utilize the 'raw' case study methodology to impart the material, encouraging participants to process information from various sources in order to obtain open-ended solutions. Among her notes, Sims will also cover business journal articles, case studies, parliament proceedings and an analysis from the UK Institute for Development Studies. Students are encouraged to read the pre-seminar material beforehand. Participants will also benefit from the presence of guest speakers from the United Nations Conference on Trade and Development (UNCTAD).

Students who successfully complete the program will leave the conference with the fundamental knowledge needed to analyze, assess and provide solutions to sustainability issues. More specifically, they should be able to integrate sustainable principles into their supply chain, manage stakeholder relations more efficiently, build strong supply chain partnerships and incorporate sustainable business methods into operations; particular skills that would benefit any future management candidate. Additionally, participants will receive a certificate of attendance by EU and ILO upon completion of the seminar.

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**About EU:** European University (EU) is an international, triple-accredited, multicampus business school established in 1973. In addition to small, dynamic classes offered in English, EU students also enjoy an international environment while getting the best of both North American and European academic curricula. The university offers innovative Business Foundation (BF), Bachelor (BBA), Master (MBA) and Doctorate of Business Administration (DBA) programs, with majors in Business Administration; Communication & Public Relations; Leisure & Tourism Management; Business Finance; Sports Management; International Relations; Entrepreneurship; and E-Business among others. We also offer a one-year Business Foundation (BF) program, which prepares students for our subsequent bachelor's programs. European University is ranked in the top 35 business schools in Europe out of 200 worldwide. EU has also had the honor of being recognized by the Academy of Business in Society (ABIS) for its consistent dedication to corporate social responsibility.

For more information, contact the Communications Department at +41 22 779 2671 or e-mail: [t.undurraga@euruni.edu](mailto:t.undurraga@euruni.edu), [www.euruni.edu](http://www.euruni.edu)