

**Corporate Social Responsibility****Instructor: Luis Villalba****Course Contact hours: 14 hours**

Through case studies, local examples, and critical reflection, participants will understand and apply the People, Planet, Profits (PPP) concept that is central to Corporate Social Responsibility (CSR). The evolution of PPP from marginal to mainstream concept will be examined, along with the central characteristics and key practices associated with the concept. Implications for the waterfront industry, with its particular stakeholders, in an increasingly connected world will be explored. Participants will understand their role as stewards of the port as well as members of the community and society through the lens of PPP and will analyze the benefits of incorporating this concept and the risks of not considering CSR impacts.

**Course Objectives**

- Understand the role of employees as stewards of the port and as members of the community with a responsibility to contribute to society as a whole;
- Understand the risks of pursuing options without considering CSR impacts.

**Learning Outcomes**

- Explain the complexity of CSR and stakeholder interest, particularly in a connected world;
- Describe how CSR has evolved from a marginal topic to one which is mainstream;
- Demonstrate an understanding of CSR concepts;
- Integrate CSR into operations management planning.

**Course Content**

- People, Planet, Profits concept;
- Local examples such as Enbridge Northern Gateway, Fraser Surrey Docks Southwest;
- Brainstorm ways that industry can improve its PPP;
- Case studies and critical reflection on what individual terminal operators/shipping lines can be doing.

**Required Texts**

Handouts will be provided