

## EXECUTIVE PROGRAMME ON RESPONSIBLE CAPITALISM

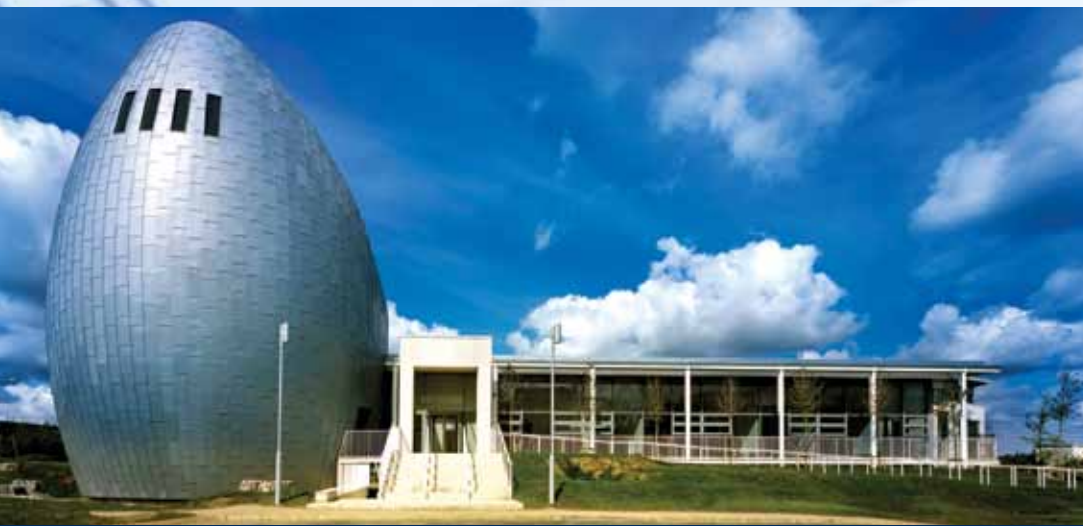
“Business Leaders meet Leading Thinkers”

DUBLIN CITY UNIVERSITY INSTITUTE OF ETHICS

# Responsible Capitalism

How Stakeholder Theory and Ethics can help  
Business Leaders to rethink the value creation process

3-DAY FOCUSED PROGRAMME  
DUBLIN, JUNE 20-23, 2012



# Executive Programme on Responsible Capitalism

## WHY CHOOSE THIS COURSE?

This executive programme is aimed at top managers who wish to develop their understanding of how the key ideas of Stakeholder Theory and Business Ethics can add value to the strategic decision-making of their organisation.

The 3-day programme will provide a highly interactive environment, enabling participants to engage in unconventional conversations with international thought leaders who will also share their experience in helping organisations to integrate ethics and the stakeholder approach into practice, worldwide.

We will challenge some conventional assumptions of the “old story about capitalism”, including its narrow focus on the firm’s purpose (“profit maximization is the only goal”), its simplistic view of human motivation and rationality (“individuals are completely selfinterested”), its biased models of leadership (“carrot-and-stick”) and its poor understanding of stakeholder relationships (“only shareholders count”).

Business at its best is the most effective system of social cooperation ever invented. To this aim we need business leaders who are able to *think* and *do* business differently.

Below are some concepts that participants will engage with during the programme:

- Individual’s rationality cannot be reduced to a completely self-interested model: people care about other things than money, such as *justice*;
- Stakeholder conflicts should not be seen as problems, but as fuel for *creativity* and *innovation*;
- Instead of focussing on *trade-offs* among stakeholder groups, managers should focus on the ‘*jointness*’ of stakeholder interests;
- Creating value for *stakeholders* is what, ultimately, delivers value to *shareholders* as well.

## KEY BENEFITS

### Conceptual:

- Gaining a better understanding of your organisation’s *purpose*
- Envisioning ways to *re-think* the “business as usual” model for your organisation
- Understanding the *joint interests* of stakeholders and the vital role of stakeholder relationships for your organisation’s success
- Exploring how *stakeholder theory* can help your organisation to reach its purpose.

### Practical:

- Developing *ethical leadership skills*
- Mapping stakeholders in your value creation process
- Learning how to put into practice “*no trade off*” thinking
- Acquiring the critical *know-how* to introduce, develop or improve managerial *business ethics tools* and organisational processes, such as codes of ethics; ethical training; CSR standards; sustainability reporting, etc.

## FACULTY

**R. Edward FREEMAN**, University Professor; Elis and Signe Olsson Professor of Business Administration; Academic Director, Business Roundtable Institute for Corporate Ethics, Darden School of Business, University of Virginia, USA

**Michael HOPKINS**, Middlesex University Business School, London, UK; Founder and Director, CSR Advanced Certificate, University of Geneva; CEO and Chairman, MHC International Ltd (London, Geneva & Washington DC)

**Lorenzo SACCONI**, Unicredit Chair in Economic Ethics and Corporate Social Responsibility, University of Trento; Director, EconomEtica, inter-university center for economic ethics and CSR, Milan, Italy

**Simone DE COLLE**, Lecturer of Business Ethics, Dublin City University, Ireland; Co-founder, The Q-RES Project, Italy; PhD in Management and Business Ethics, University of Virginia

## PARTICIPATION FEE

The Participation fee (including dinner for the first evening, meals and coffee breaks and all course study-materials) is € 3,500

A reduced fee is available for participants from SMEs and NGOs

## CONTACT AND REGISTRATION

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