

## Corporate Social Responsibility Leadership Program Online

### Fees\*

\$2500 USD - individual one-year license  
Corporate licenses available

\*Speakers and fees are subject to change.

### Location

UC Berkeley Center for Executive Education  
Walter A. Haas School of Business  
University of California, Berkeley  
2220 Piedmont Ave. Berkeley, CA

### For Information and Registration

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### Or visit us at:

<http://executive.berkeley.edu/programs/cr/online.html>

### Program Affiliate



### Program Description

The UC Berkeley Corporate Responsibility Leadership Program is now available online. This online portal uses the latest, cutting edge tools in innovative distance learning.

The Corporate Responsibility Leadership Online Learning Portal captures the entirety of the highly successful Corporate Responsibility Leadership Program and delivers it in a highly versatile online environment.

Videos, transcripts, slides, and interactive features of the portal enhance the learning process in a way that conforms to the habits of today's busy & mobile executives while still providing quality content and an individualized experience.

### Interactivity

A key feature of the Corporate Responsibility Leadership Online Learning Portal is the ability to interact with other participants and with the same faculty and presenters from the program.

Faculty and presenters from the program pop into the portal regularly to share news items, present new case studies, and answer questions posted by participants. You can also request and join new communities to discuss specific CR issues or other general leadership and management topics with fellow portal users.

### Advantages

- On-demand availability eliminates time crunch and travel expenses
- Transcripts and content searchable down to the spoken or written word
- A rich multimedia experience: text, slides, voice, and video
- Download MP3 & MP4 files to your laptop, iPod or other mobile device for easy access at home or during your commute
- Interact with program faculty, presenters, and other participants
- Blog and share links, files and best practices with other participants
- Join an online community of CR professionals

### Online Demonstrations

Our sales associates are available to give web demonstrations of the online product, and walk prospects through the features and benefits of the portal.

## Corporate Social Responsibility Leadership Program Online



Kellie McElhaney, PhD

Program Director Kellie McElhaney consults to several Fortune 500 companies in developing integrated CSR strategy, bridging her academic focus with the practitioner world.

### Video Recordings

The Corporate Responsibility Leadership Online Learning Portal segments two solid days of program content into a series of streaming, downloadable video presentations. Watch all of the Corporate Responsibility Leadership Program at your own convenience, including all lectures and audience discussion.

Miss something the professor said? Simply rewind. Want to watch it on the go? Download the videos to your computer or mobile device and learn while commuting.

### Searchable Transcripts

Complete word-for-word transcripts accompany every presentation, including audience commentary. These transcripts are searchable from the portal, all the way down to the spoken word. Simply type in your query and the portal will search all presentations for any mention of your word, or restrict your search to a specific presentation.

Trying to use an example at your next strategy meeting, but can't remember when the professor mentioned that company? Find it easily via the search tool and be engaged and prepared when the topic arises.

The search function also scans presentation notes in the slides used by faculty, so you'll always find what you're looking for.

### PowerPoint Presentations

The slides used in lectures by faculty and presenters accompany each video and change on cue – just like being in class. Effortless synchronization between video, audio, and presentation slides allows you to learn efficiently and at your own pace.

Download the PowerPoint files and cite them in your own presentations, or use the portal's Custom PPT tool to mix and match slides from the lectures and share them with other program participants.