

# RESPONSIBLE LEADERSHIP

## Overview

This interactive intensive course is designed to increase the participants understanding of and appreciation for ethical behavior in business and business ethics, responsible leadership, strategic corporate social responsibility and stakeholder theories. These have become essential in the current competitive field and in forming lasting competitive advantage, and customer as well as investor loyalty.

Different examples and approaches will be widely discussed and debated. The participants have the opportunity to apply the acquired learning and skills into their own working environments and thus to impact change in their own businesses.

## Objectives

- Upon successful completion of the course, the participant is able to investigate their own behavior from a business ethics perspective
- is able to identify the forces that govern responsibility and ethics related issues, and foresee the consequences on individual, company and societal levels
- understands the role of responsible leadership or ethical behavior in contributing to the productivity and long-term success of the corporation
- can skillfully identify and critically evaluate corporate responsibility strategies
- is able to identify and formulate alternative strategic options for a sound competitive strategies from a responsible leadership perspective.

## Implementation

- The programme can be delivered as
- a 3-5 day intensive workshop including online learning, contact lessons and pre-course readings, or as
  - a 5 day intensive course, including pre-course readings and online support



**Minna-Maari Harmaala**

Ph.D.

Minna-Maari Harmaala works as Principal Lecturer of Corporate Responsibility at HAAGA-HELIA.

She is a graduate of University of Jyväskylä. She has over 10

years of practical experience from

consulting in sustainability management. She has worked with a number of multinational clients and public-private partnerships. Her dissertation focused on the industry wide sustainability effects of technology investments (2001). Minna-Maari has written a book of corporate responsibility and various articles in scientific journals. She has lived and worked abroad. Her areas of interest and expertise are corporate responsibility, sustainability marketing and communication, strategic CSR and environmental management.

[Correspondence: minna-maari.harmaala@haaga-helia.fi](mailto:minna-maari.harmaala@haaga-helia.fi)

## Who should participate?

This programme is suitable for managers operating in competitive international business environments or in consumer industries where consumer awareness and pressure for responsible leadership is urgent, or for any other organization manager where efficiency and productivity is a concern.

## Investment

The price of the programme and individual modules depend on number of participants, location, length and specific contents.