





Page Title	Unit Launch	Type	Text and Static Image / Graphic	Number	1
Screen Layout					
A graphic titled "PROFESSIONAL BANKING FUNDAMENTALS" featuring a hand pointing at a digital interface with icons for "VALUES", "CUSTOMERS", and "GOALS". It also includes the text "Chapter 2 – Ethics and Professionalism", "Corporate Social Responsibility", the FINSIA logo, and a "LET'S GET STARTED" button with a right arrow.					
Event	Audio	On-Screen Text (OST)			
1.		Professional Banking Fundamentals			
		Chapter 2 – Ethics and Professionalism			
		Corporate Social Responsibility			

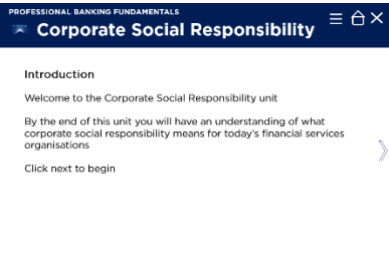


		Let's Get Started		
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Page Title	Overview	Type	Text and Static Image / Graphic	Number	2
Screen Layout					
<div><div>PROFESSIONAL BANKING FUNDAMENTALS</div><div>Corporate Social Responsibility</div><div>Introduction</div><div>Welcome to the Corporate Social Responsibility unit</div><div>By the end of this unit you will have an understanding of what corporate social responsibility means for today's financial services organisations</div><div>Click next to begin</div></div>					
Use new slide template as per mock-up					
Event	Audio	On-Screen Text (OST)			
2.		<p>This unit will take approximately 20 minutes to complete.</p> <p>To navigate through this unit, there are arrows to continue next and go back.</p> <p>This unit is one of several in the Ethics and Professionalism chapter. A Knowledge Check will be provided at the conclusion of the chapter to assist in reinforcing your learning. This does not count towards your final exam</p>			



Page Title				
Learning Introduction and Objectives	Type	Animated Text and Static Image / Graphic	Number	3
Screen Layout				
				
Use new slide as per mock-up				
Event	Video/Audio	On-Screen Text (OST)		
3.		<p>Introduction</p> <p>Welcome to the Corporate Social Responsibility unit</p> <p>By the end of this unit you will:</p> <ul style="list-style-type: none">understand what corporate social responsibility means for today's financial services organisations <p>Click next to begin</p>		

Topic 1: Corporate Social Responsibility


Page Title				
What is Corporate Social Responsibility?	Type	Animated text	Number	4
Screen Layout				




PROFESSIONAL BANKING FUNDAMENTALS				
Corporate Social Responsibility				
<h3>What is Corporate Social Responsibility?</h3> <p>The concept of Corporate Social Responsibility (CSR) is generally understood to mean that corporations have a degree of responsibility not only for the economic consequences of their activities, but also for the social and environmental implications. This is sometimes referred to as a 'triple bottom line' approach that considers the economic, social and environmental aspects of corporate activity.</p> <p>Various terms are used to describe CSR initiatives, including 'Corporate Responsibility', 'Corporate Accountability', 'Corporate Citizenship' and 'Sustainability.'</p> <p>The meaning and value of CSR may differ in various contexts, depending on local factors including culture, environmental conditions, and the legal framework.</p> <p>Source: https://humanrights.gov.au/our-work/corporate-social-responsibility-human-rights</p>				
Event	Audio	On-Screen Text (OST)		
4.		<p>What is Corporate Social Responsibility (CSR)?</p> <p>The concept of Corporate Social Responsibility (CSR) is generally understood to mean that corporations have a degree of responsibility not only for the economic consequences of their activities, but also for the social and environmental implications. This is sometimes referred to as a 'triple bottom line' approach that considers the economic, social and environmental aspects of corporate activity.</p> <p>Various terms are used to describe CSR initiatives, including 'Corporate Responsibility', 'Corporate Accountability', 'Corporate Citizenship' and 'Sustainability.'</p>		



		<p>The meaning and value of CSR may differ in various contexts, depending on local factors including culture, environmental conditions, and the legal framework.</p> <p>Source: https://humanrights.gov.au/our-work/corporate-social-responsibility-human-rights</p> <p>In this unit we look at CSR and its relationship with ethics and professionalism. It is a 'big picture' topic that invites us to reconsider Socrates' big question, "How should we live?"</p>		
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Page Title	CSR and Banking	Type	Static text and dynamic interaction on each image	Number	5
Screen Layout					
					
Event	Audio	On-Screen Text (OST)			
5		<p>So far, we have mainly discussed ethics as the practice and responsibility of financial services professionals. We have examined the inextricable link between ethics and decision-making, the industry implications of ethics and professionalism, and the contribution we can make to improving our industry.</p> <p>Let's take some time to consider why the financial services industry exists at all – why should society want the industry (or organisations in the industry), to remain in business? Furthermore, what can the industry do to make a positive contribution to a better world?</p> <p>There are a variety of terms used to describe the ethical practices of banks and other financial services organisations and</p>			

		<p>their contribution to a better world: corporate social responsibility, social licence to operate, responsible or sustainable investment, ethical investment, corporate citizenship, ESG (environmental, social and governance) investment, creating shared value and more.</p> <p>In the interests of simplicity, we will use the term 'corporate social responsibility' to encompass all these terms to some extent as an indication of a bank's commitment to its broader ethical responsibilities towards other parties, including its responsibility to the environment and future generations.</p> <p>Corporate Social Responsibility (CSR) is about how a bank manages its business in order to have an overall positive impact on society. It can be described as an obligation, beyond that required by the law, for a bank to pursue long term goals that are good for society.</p>		
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Page Title	CSR and Banking	Type	Click and reveal. Animated text.	Number	6
Screen Layout					
					
Event	Audio	On-Screen Text (OST)			
6.		<p>CSR involves:</p> <ul style="list-style-type: none"> • Conducting business in an ethical way, in the interests of the wider community. • Responding positively to emerging social expectations. • A willingness to do more than just meet regulatory requirements. • Balancing shareholder interests against the interests of the wider community • Being a good community citizen. <p>CSR and business ethics complement each other, in that both are concerned with values, objectives and decisions based on more than just the pursuit of profit.</p> <p>Although socially responsible banks must act ethically, a key difference is that ethics considers actions which can be assessed as right or wrong by reference to moral principles, whereas CSR is about the</p>			




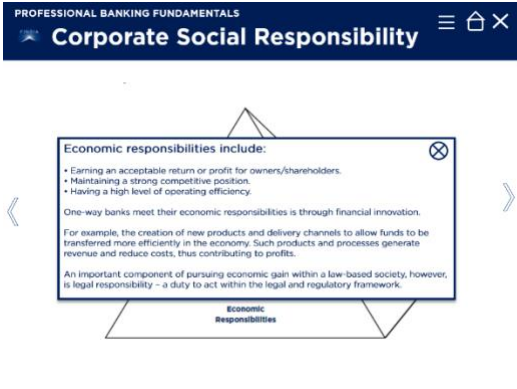
		<p>bank's obligations to all stakeholders, not just shareholders.</p> <p>CSR is a form of corporate self-regulation integrated into a business model. Its policy functions as a built-in, self-regulating mechanism whereby a bank monitors and ensures its active compliance with the spirit of the law, ethical standards and international norms.</p> <p>The process of CSR aims to embrace responsibility for the bank's actions and, through its activities, encourage a positive impact on the environment, consumers, employees, communities and other stakeholders. Therefore, CSR may guide a bank's mission, what it stands for, and what it promises to provide to customers.</p>		
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Page Title	Corporate Social Responsibility	Type	Animated text, images and icons	Number	7
Screen Layout					
<div><div>PROFESSIONAL BANKING FUNDAMENTALS</div><div>Financial Markets</div><div>WHO PARTICIPATES IN THE FINANCIAL MARKETS?</div><div>Participants in financial markets range from banks and non-bank financial institutions (NBFI) such as building societies, credit unions, investment banks, corporations, brokers, government and individuals. Banks, NFIs and brokers normally act as intermediaries and 'price makers', while other participants, such as corporations, government and individuals are usually end users or 'price takers'.</div><div></div><div>Lets now have a look at other Financial Service Providers</div><div></div></div>					
Event	Audio	On-Screen Text (OST)			
7.		<p>"The business of business should not just be about money; it should be about responsibility. It should be about public good, not private greed."</p> <p>Dame Anita Roddick, human rights activist, founder of The Body Shop.</p> <p>Organisations are complex and often must deal with multiple stakeholders who have different needs and expectations. Until the 1980s it was very common for most companies to prioritise the needs of shareholders (who were the owners of the company) over other stakeholders. The primary responsibility of the company was to generate profit for shareholders. Economists like Milton Friedman argued vigorously that the social responsibility of business was to increase profits for shareholders.</p>			

		<p>A more contemporary view of organisations, like banks, is that they have a responsibility to all stakeholders. They need to balance and consider the needs of customers, staff, shareholders, government, the broader community, the environment, suppliers and their industry peers alike. There is an implication therefore that taking an ethical perspective requires us to have a deep understanding of what is important to all stakeholders.</p> <p>We must understand their values, the norms they would like us to uphold and the rules they think are important.</p> <p>So, to be ethical our organisations today must develop ways of engaging with all stakeholders and ensuring that the organisation's values, policies, codes and processes reflect a balanced understanding of what is regarded as acceptable business. Businesses must be trusted and have a form of societal legitimacy in order to be regarded as ethically valid.</p>		
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Page Title	Pyramid of Corporate Social Responsibility	Type	Static text and imagery	Number	8
Screen Layout					
<div></div> <p>[Source: Carroll's pyramid of CSR: taking another look, by Archie B. Carroll, 5 July 2016. Available at https://jcsr.springeropen.com/articles/10.1186/s40991-016-0004-6]</p> <p>Graphic source: https://jcsr.springeropen.com/articles/10.1186/s40991-016-0004-6#Sec8</p>					
Event	Audio	On-Screen Text (OST)			
8.	None	<p>Archie Carroll, of the University of Georgia, maintained in 1979 that the social responsibility of business encompasses the economic, legal, ethical and discretionary expectations that society has of organisations at a given point in time. Carroll was one of the first academics to make a distinction between different kinds of organisational responsibilities.</p> <p>He illustrated these different types of organisational responsibility in a 'pyramid of corporate social responsibility'.</p> <p>Take a few moments to familiarise yourself with the diagram before proceeding.</p>			

Page Title	Pyramid of Corporate Social Responsibility	Type	Static text and graphic. Click and reveal slide layers.	Number	9
Screen Layout					
					
Event	Audio	On-Screen Text (OST)			
9	None	<p>According to Carroll, a firm's economic responsibilities are the foundation on which all other responsibilities rest.</p> <p>Click on each heading to learn more:</p> <p>Economic responsibilities include:</p> <ul style="list-style-type: none"> • Earning an acceptable return or profit for owners/shareholders. • Maintaining a strong competitive position. • Having a high level of operating efficiency. <p>One-way banks meet their economic responsibilities is through financial innovation.</p>			

		<p>For example, the creation of new products and delivery channels to allow funds to be transferred more efficiently in the economy. Such products and processes generate revenue and reduce costs, thus contributing to profits.</p> <p>An important component of pursuing economic gain within a law-based society, however, is legal responsibility – a duty to act within the legal and regulatory framework.</p> <p>Legal responsibilities include:</p> <ul style="list-style-type: none"> • Complying with the law. • Complying with regulations. • Providing goods and services that meet legal and regulatory requirements. <p>For banks, legal responsibility is determined largely by regulation. There is a long history of regulation to maintain financial stability and confidence in the financial system, as well as limit risk taking by banks.</p> <p>Ethical responsibilities include:</p> <ul style="list-style-type: none"> • Behaving in accordance with moral and ethical expectations and standards. • Not compromising ethical norms to achieve corporate goals. Not just acting for profit, but doing what is right, just and fair. • Recognising that corporate integrity and ethical behaviour go beyond compliance with laws and regulations. 		
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		<p>Philanthropic responsibilities - Banks have a discretionary responsibility, which represents more proactive, strategic behaviours that may benefit the bank and society, or both. Discretionary (or voluntary) and philanthropic responsibilities include:</p> <ul style="list-style-type: none">• Behaving in a manner that is consistent with philanthropic and charitable expectations of society.• Contributing to the community, e.g. by participating in voluntary activities in the community.• Being a good corporate citizen, e.g. by promoting human welfare, goodwill and quality of life.		
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Page Title	ISO 26000 – Social Responsibility	Type	Animated text and table	Number	10										
Screen Layout															
<div><div><div>PROFESSIONAL BANKING FUNDAMENTALS</div><div> A Banks Financials</div><div><div>≡</div><div>🏠</div><div>✕</div></div></div><div><p>A bank's income statement will generally comprise the following:</p><table><thead><tr><th>Revenue</th><th>Expenses</th></tr></thead><tbody><tr><td>Net Interest Income (Difference between asset pricing and funding costs).</td><td>Operating Expenses<ul style="list-style-type: none">• Salaries• Technology• Investment spend• Risk and compliance</td></tr><tr><td>Other Banking Income<ul style="list-style-type: none">• Fees• Commissions</td><td>Loan Impairment Expenses</td></tr><tr><td>Funds Management Income<ul style="list-style-type: none">• Funds Under Administration (FUA)• Assets Under Management (AUM)</td><td>Corporate Tax Expense</td></tr><tr><td>Insurance Income</td><td>Dividends to Shareholders</td></tr></tbody></table></div></div>						Revenue	Expenses	Net Interest Income (Difference between asset pricing and funding costs).	Operating Expenses <ul style="list-style-type: none">• Salaries• Technology• Investment spend• Risk and compliance	Other Banking Income <ul style="list-style-type: none">• Fees• Commissions	Loan Impairment Expenses	Funds Management Income <ul style="list-style-type: none">• Funds Under Administration (FUA)• Assets Under Management (AUM)	Corporate Tax Expense	Insurance Income	Dividends to Shareholders
Revenue	Expenses														
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Other Banking Income <ul style="list-style-type: none">• Fees• Commissions	Loan Impairment Expenses														
Funds Management Income <ul style="list-style-type: none">• Funds Under Administration (FUA)• Assets Under Management (AUM)	Corporate Tax Expense														
Insurance Income	Dividends to Shareholders														
Event	Audio	On-Screen Text (OST)													
10.	None	<p>ISO 26000:2010 is an International Standard that provides guidance on how businesses and organisations can operate in a socially responsible way.</p> <p>It is important to note that ISO 26000:2010 provides guidance rather than requirements.</p> <p>It helps clarify what social responsibility is, helps businesses and organisations translate principles into effective actions and shares best practices relating to social responsibility.</p> <p>It is aimed at all types of organisations regardless of their activity, size or location.</p> <p>Although it is recognised that not all parts of the Standard will be of equal use to all organisations, certain core subjects have been identified. Within each core subject there are a number of issues for organisations to consider.</p>													

The following table outlines the core subjects

Core Subjects	Description
Organisational governance	The way the organisation is managed.
Human rights	Discrimination, resolving grievances, rights at work.
Labour practices	Working conditions, health and safety, training and development.
The environment	Prevention of pollution, sustainable use of resources, climate change mitigation, environmental protection.
Fair operating practices	Anti-corruption, fair competition, respect for property rights.
Consumer issues	Fair marketing and provision of information, customer service, complaint and dispute resolution, data protection and privacy.
Community involvement and development	Education and culture, employment creation and skills development, access to technology, wealth and income creation, health, social investment.

Page Title	Benefits of CSR	Type	Static graphic and animated text.	Number	11
Screen Layout					
					
Event	Audio	On-Screen Text (OST)			
11.	None	<p>Organisations around the world, and their stakeholders, are becoming increasingly aware of the need for, and benefits of, socially responsible behaviour.</p> <p>When approaching and practising social responsibility, the overarching goal for an organisation is to maximise its contribution to sustainable development, that is, development that meets the needs of the present without compromising the ability of future generations to meet their own needs.</p>			



Page Title	Benefits of CSR	Type	Static graphic and animated text. Click and reveal.	Number	12
Screen Layout					
					
Event	Audio	On-Screen Text (OST)			
12.	None	<p>An organisation's performance in relation to the society in which it operates and to its impact on the environment has become a critical part of measuring its overall performance and its ability to continue operating effectively.</p> <p>The perception and reality of an organisation's performance on social responsibility can influence, among other things: (click each button to reveal)</p> <ul style="list-style-type: none">• Competitive advantage• Reputation• Ability to attract and retain workers or members, customers or users• Employees' morale, commitment and productivity• Views of investors, owners, donors, sponsors and the financial community			



		<ul style="list-style-type: none">• Relationships with companies, governments, the media, suppliers, peers, customers and the community in which it operates		
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Page Title	Completion/Next Steps	Type	Static text/ Clickable buttons	Number	13
Screen Layout					
<div><div>PROFESSIONAL BANKING FUNDAMENTALS</div><div><div>Financial Markets</div><div><div>Well done!</div><div>You have completed the Financial Markets module</div><div>What would you like to do now?</div><div>Click here to see next unit</div><div>Click here to review this unit</div></div></div></div>					
Use closing slide as per mock ups.					
Event	Audio	On-Screen Text (OST)			
13.		<div>Well done. You have now completed the Corporate Social Responsibility unit.</div> <div>What would you like to do now?</div> <div>Click here to see next unit.</div> <div>Click here to review this unit.</div>			

