

COLLEGE OF BUSINESS EDUCATION



CORPORATE SOCIAL RESPONSIBILITY POLICY

2017

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LIST OF ABBREVIATIONS

- AIDS - Acquired Immune Deficiency Syndrome
- CBE - College of Business Education
- CSR - Corporate Social Responsibility
- HIV - Human Immunodeficiency Virus
- SWOC - Strengths, weakness, Opportunities and Challenges

CHAPTER ONE

INTRODUCTION

1.1 Background

The College of Business Education (CBE) was established in 1965 by the Act of Parliament, Act No. 31 of 1965 [Cap 315 R.E. 2002]. The Act has been amended thrice through the amendments Acts No. 17 of 1968, No. 38 of 1974, and Miscellaneous amendment Act No.2 of 2010. Since the establishment of the College it has been headed by the Director as its Chief Executive Officer. Currently the title has changed in favour of the Rector, who is directly supervised by the Governing Body. The legislation prescribed the role of the Governing Body as well as the operational aspects of College of Business Education. The three subsequent amendments defined more explicitly the functions of the College, tying the College to teach middle – level managerial personnel in the area of Business Administration. They provided more oversight of the parent Ministry as well as more details in the schedule to the Act. In the last ten years the College of Business Education has substantially expanded its activities to meet the increased demand for Business Administration and Education in Tanzania.

1.2 Vision and Mission

1.2.1 Vision

To be a dynamic, well-equipped, world-class known and recognized centre of excellence in competence based education through training, research and consultancy services in business and related disciplines.

1.2.2 Mission

To provide high quality demand-driven competence based education through training research and consultancy services in business and related disciplines.

1.3 The Functions of the College

The main functions of the College of Business Education are:-

- (i) To provide facilities for study and training in the principles, procedures and techniques of:
Procurement and Supply Management, Business Administration, Accountancy, Marketing Management, Legal and Industrial Metrology, Information and Communication Technology, E-Commerce and any other related disciplines as the College may from time to time decide.
- (ii) To conduct quality and practice-oriented programmes in the disciplines specified in (i) above and conduct examinations for, and grant awards at Basic Certificate, Ordinary Diploma, Professional degrees and Postgraduate levels.
- (iii) To conduct quality and efficiency oriented short and special courses in the disciplines specified in (i) above.
- (iv) To engage in applied research in the disciplines specified in (i) and use the results to improve teaching, learning and to offer quality public services.
- (v) To provide consultancy in counseling, arbitration and business advisory services.
- (vi) To engage in income generation activities that are within the Mission of the College.

- (vii) To engage in any other educational activities which in the opinion of the Governing Body, is necessary, expedient or conducive for the promotion of business education in the United Republic of Tanzania.

1.4 Core Values

The College embraces the following Core Values:

(a) Academic Freedom

The College is independent and cherishes and defends free inquiry and scholarly responsibility.

(b) Advancing and Sharing Knowledge and Skills

The College supports scholarly pursuits that contribute to knowledge and understanding within and across disciplines, and seeks every opportunity to share them broadly.

(c) Excellence

The College, through its students, staff and alumni, strives for excellence and trains students to the highest standards.

(d) Integrity

The College acts with integrity, fulfilling promises and ensuring open respectful relationships among its stakeholders. CBE abides by ethical code of conduct and respect for laws.

(e) Mutual Respect and Equity

The College values and respects all members of its communities each of whom individually and collectively makes a contribution to create, strengthen and enrich teaching and learning environment.

(f) Societal Orientation

The College embodies the highest standards of service and stewardship of resources and works within the wider community to enhance good societal satisfaction.

1.5 Meaning of Corporate Social Responsibility

Corporate Social Responsibility is defined as the integration of business operations and values, whereby the interests of all stakeholders including investors, customers, employees, the community and the environment are reflected in the company's policies and actions.

1.6 Objectives of Corporate Social Responsibility Policy

The college of Business Education Corporate Social Responsibility has the following objectives:

- i) To create awareness about the College and build its public profile.
- ii) To provide business education to its stakeholders in collaboration of other partners such as Schools, colleges and/or universities.
- iii) To provide guidelines and principles on community participation and development activities.
- iv) To provide and ensure that all our stakeholders of whatever nationality, colour, race or religion belief are treated with respect and without sexual, physical or mental harassment.
- v) To provide and strive to maintain a clean, healthy and safe working environment to our stakeholders.

CHAPTER TWO

STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND CHALLENGES ANALYSIS

The College encounters Strengths, Weaknesses, Opportunities and Challenges (SWOC) presented below;

2.1 Strengths

- i) The College is a well-established institution with more than 50 years having served the community for so long.
- ii) The College has a good experience in offering practical oriented courses leading to professional graduates.
- iii) The College has strong established reputation which that attracts internal and external support for its core objectives.

2.2 Weaknesses

- i) Ineffective awareness strategies in marketing the College.
- ii) Insufficient research, publications and consultancy work on community related issues.
- iii) Insufficient number of staff to carry out corporate community related issues.
- iv) Insufficient financial resources to carry out corporate community related issues.
- v) Lack of College Corporate Social Responsibility Policy.

2.3 Opportunities

- i) Availability of external institutions which have interest to link and collaborate with the College.
- ii) Training opportunities for members of staff in collaboration with other institutions of higher learning.
- iii) The growth of private sector offers a challenging new business, political and economic environment which require modern business knowledge.

2.4 Challenges

- i) An ever increasing inflation that affects the national economy and individual economy at large.
- ii) Inadequate funding from the government and other development partners.
- iii) Inadequate of well-established alternative scholarship opportunities to support staff.
- iv) The growing threat of HIV and AIDS pandemic.

CHAPTER THREE

MAJOR AREAS, ISSUES, POLICY STATEMENTS, STRATEGIES AND OPERATIONAL PROCEDURES

3.1 Public Awareness on College Activities and Services

3.1.1 Situational Analysis

The College has always attempted to market its activities and services through various ways, including the use of media. However, it has been observed that much is at stake regarding public awareness of the College activities and services.

3.1.2 Policy Issue

Lack of effective strategies in promoting public awareness of the College activities and services

3.1.3 Policy Statement

The College shall endeavour to promote its activities and services through corporate social responsibility.

3.1.4 Strategies

- i) To ensure corporate social responsibility activities are effectively planned so that their objectives are realized
- ii) To annually prioritize specific areas for corporate social responsibility activities
- iii) To identify objective(s) as well as impact of each corporate social responsibility activity to be undertaken.

3.1.5 Operational Procedures

- i) The College shall identify specific funding areas for corporate social responsibility activities to match the College objectives
- ii) The College shall set aside funds in its budget to conduct prioritized social responsibility activities
- iii) The College shall annually evaluate the corporate social responsibility activities undertaken.

3.2 Business Education

3.2.1 Situational Analysis

The College of Business Education provides business education in various areas such as Business Administration, Accountancy, Marketing, Procurement and Supplies Management, Legal and Industrial Metrology and Information and Communication Technology.

The College has been providing business related education and training to students and to some entrepreneurs in the country. However, the coverage has not been largely extended to small scale entrepreneurs and marginalized groups and other petty traders around the College environment.

3.2.2 Policy Issue

Limited business related training to small scale entrepreneurs, marginalized groups and the community.

3.2.3 Policy Statement

The College shall endeavour to provide business related training to small scale entrepreneurs, marginalized groups and the community.

3.2.4 Strategies

- i) To identify small scale entrepreneurs, marginalized groups and petty traders within the community to be trained on business related education.
- ii) To identify training needs and extend the relevant training required.
- iii) To build capacity of the trainers as per the training needs of the trainees.
- iv) Strengthen entrepreneurship outreach activities by providing the necessary resources.

3.2.5 Operational Procedures

- i) The College shall set aside some funds in its budget to conduct entrepreneurship and business related education to selected groups.
- ii) The College shall liaise with community leaders to identify training needs on business related education.

- iii) The College shall allocate Human Resources to conduct business related training.

3.3 Community Participation and Development

3.3.1 Situational Analysis

Any corporate entity has the role to play in the community. The College has been participating in corporate social responsibility activities by giving fair treatment to its employees, students, and the community. However, all these efforts haven't been sufficient to the community; hence the College need to involve in the community environmental matters such as ethical considerations, equality and diversity which will make positive impact within the College and the community at large. As well the College needs to have clear guidelines on dealing with environmental initiatives.

3.3.2 Policy Issues

- i) Insufficient involvement of the College in community developmental initiatives.
- ii) Lack of proper guidelines on how to deal with community developmental initiatives.

3.3.3 Policy Statement

The College shall endeavour to increase involvement in community developmental initiatives and set out proper guidelines on how to deal with community development liabilities.

3.3.4 Strategies

- i) To establish CSR committee that will work and recommend on the College community participation initiatives.
- ii) To design proper guidelines for College involvement in community and developmental initiatives.
- iii) To set aside some funds in the College budget in order to conduct community participation and developmental initiatives.

- iv) To ensure that staff uphold workplace standards and behaviours consistent with the College requirements in community participation and developmental initiatives.

3.3.5 Operational Procedures

- i) The College shall establish CSR committee that will work on all the College community participation and development initiatives.
- ii) The College shall set aside some funds in its budget for community participation and developmental initiatives.
- iii) The College shall design guidelines for College involvement in the community participation and developmental initiatives.

3.4 Safety and Security

3.4.1 Situational Analysis

Safety and security is an important aspect at any work place to enable members of that community be in a safe and secure condition for good execution of duties. The College is striving to keep the environment safe and secure to staff, students and the surrounding community such as security services for 24 hours, installation of fire extinguishers and wearing of identification cards by staff and students. Besides these efforts however, there is still much to be done to sensitize safety and security matters to staff, students as well as the surrounding community.

3.4.2 Policy Issues

- i) Lack of sensitization programmes on safety and security aspects.
- ii) Inadequate resources to support community safety and security initiatives.

3.4.3 Policy Statement

The College shall endeavor to ensure that the community is safe and secure.

3.4.4 Strategies

- i) To set aside some funds in the budget to support safety and security matters.
- ii) To prepare and conduct sensitization programmes to the community.
- iii) To continually monitor safety and security performance and operations and conduct periodic audit.
- iv) To install security cameras at strategic areas.
- v) To involve staff, students and the surrounding community on safety and security matters.

3.4.5 Operational Procedures

- i) The College shall ensure that adequate resources are allocated to support safety and security matters.
- ii) The College shall ensure that staff, students and community are given appropriate information, instruction and training on safety and security matters.
- iii) The College shall ensure that there are adequate safety and security equipments for safety and security at work places.

3.5 Health

3.5.1 Situational Analysis

Health is a key aspect to productivity and development of any community. The College like any other organization needs to have healthy staff and students. Currently there is a First Aid at the Main Campus which caters medical services to staff and students. Also each College staff has a National Health Insurance Card for medical treatment. Besides the efforts made the College needs to do more to both internal and external community by creating awareness to the community on the fight against HIV and AIDS pandemic, and establishing clear guidelines to the community for participation on health matters.

3.5.2 Policy Issues

- i) Lack of clear guidelines on the College involvement on Health matters.

- ii) Limited participation in fighting HIV and AIDS pandemic.

3.5.3 Policy Statement

The College shall strive to prepare guidelines on the College participation on health matters and increase community involvement.

3.5.4 Strategies

- i) To sensitize College Community to fight against HIV and AIDS pandemic
- ii) To form Health Committees and Clubs.
- iii) To sensitize staff and students to participate in blood donation campaigns.

3.5.5 Operational Procedures

- i) The College shall set aside some funds in its budget for Health improvement.
- ii) The College shall formulate Committees and Health Clubs so as to address issues on HIV and AIDS pandemic.
- iii) The College shall liase with National Blood Bank to facilitate blood donation.

CHAPTER FOUR

GOVERNANCE OF THE POLICY

4.1 Governance of Corporate Social Responsibility Policy

The governance of Corporate Social Responsibility may require the following:-

- i) Identifying areas for extending Policy implementation
- ii) Setting up Corporate Social Responsibility Committee(s).
- iii) Establishing a framework for coordinating, monitoring and evaluating the implementation of the Policy.
- iv) Allocating adequate funds in its budget for the implementation of the Policy.

4.2 Roles of Stakeholders within the College

The Stakeholders to oversee the implementation of the Corporate Social Responsibility Policy will include the Governing Body, Corporate Social Responsibility Committee, Human Resources Management and Administration Committee, Rector, Students, Staff, Office of Deputy Rector – Planning Finance and Administration, Directorate of Human Resources and Administration and Directorate of Finance.

Administration of the College Corporate Social Responsibility Policy

The office of Deputy Rector Planning, Finance and Administration shall be responsible for administering Corporate Social Responsibilities activities.

CHAPTER FIVE

MONITORING AND EVALUATION

5.1 Monitoring and Evaluation

Collection and analysis of information aimed at improving effectiveness of the Corporate Social Responsibility that is monitoring; and comparison of actual against planned impact of the Policy, that is evaluation will involve different stakeholders playing their role in the realization of desired Objective. The College shall establish a mechanism for monitoring and evaluation of the implementation of Corporate Social Responsibility Policy. Key personnel in Monitoring and Evaluation of the Corporate Social Responsibility are as indicated in Table 5.2 below:

Monitoring and Evaluation shall involve:-

- i) Establishment of mechanisms of accountability for monitoring and evaluating the implementation of the Corporate Social Responsibility Policy.
- ii) Establishment of framework that will provide basis for monitoring and evaluating the Policy implementation at all College levels.
- iii) Establishment of sound institutional framework for translating the goals, objectives and strategies into actual programmes at all levels that is Units/Sections, Departments, Directorates, and Campuses. This means that the implementation will be effected through the existing College institutional set up.

5.2 Key players of Monitoring and Evaluation of Policy

Key players and activities in monitoring and evaluation of the policy as detailed below:

SN	Key Players	Key Activities
1.	Governing Body	- Approving the Policy and overseeing the implementation of the policy by Management.
2.	Human Resources Management and Administration Committee	- Recommending the approval of the Corporate Social Responsibility policy to the Governing Body for approval. - Receiving and deliberating on Corporate Social Responsibility implementation reports.
3.	Rector	- Overall coordination of the implementation of Corporate Social Responsibility policy.
4.	Deputy Rector – Planning, Finance and Administration	- Coordinating Corporate Social Responsibility implementation.
5.	Campus directors	- Coordinating Corporate Social Responsibility implementation at their respective campuses
6.	Director of Human Resources and Administration	- Administering implementation of various Corporate Social Responsibility activities. - Preparing annual Budget for Social Corporate Responsibility matters.
7.	Director of Finance	- Coordinating issues related to finance.
8.	Head of Departments.	- Allocating personnel for conducting training.
9.	Public Relations Officer	- Spokesperson on matters related to CSR after liaising with Rector.

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