# Lesson Element

# Corporate Social Responsibility Section 1 – Introductory Activities

## Activity 1

The subject of Corporate Social Responsibility can be confusing to learners, as sometimes they just assume that it is purely about Business Ethics which it is not. A short media clip about a UK business called Bailey Partnership from the Tutor2U website, is a good introductory case study. The clip shows the types of activities that they participate in as a company giving learners a good understanding of how Corporate Social Responsibility can be accessed within businesses.

<http://www.tutor2u.net/blog/index.php/business-studies/comments/csr-video-business-benefits-of-corporate-social-responsibility/>

## Activity 2: Role Play Activity

Offices Lunches (OL) was set up in 2003 by the owner Elizabeth Brently. She noticed a growing trend for office workers having lunch ‘on the go’ and therefore decided that to make lunch even quicker businesses could pre-order food to be made freshly that day and delivered to the offices for employees to enjoy. Since the business started over 10 years ago it has thrived in a very competitive market and now needs to expand to new premises due to its success. As the business is moving, you recognise that changes need to be made in all aspects of the business, including its attitude towards Corporate Social Responsibility. Currently the business is operating at a level that is no worse than others in the area in terms of environmental and social impact, but as you are forward thinking you want to improve this and see it as a major priority. However, you have to convince certain managers and especially the owner Elizabeth Brently who is driven by profit and targets.

Part A:

 In groups discuss the following issues and report them back to the rest of the class.

* Why is Corporate Social Responsibility an important aspect of the new expanded business?
* What would the benefits of implementing a new CSR policy be to the business?
* What should we do to ensure that all employees and stakeholders are aware of our commitment to CSR?
* What would be the first few initiatives that you consider the business should investigate to implement in the short-term?

Part B:

Choose one of the following options to summarise your group’s discussions emphasising the importance of Corporate Social Responsibility in the business world:

* An email to all staff explaining the thoughts and ideas and what the impact will be on the business and its staff.
* An article to go onto the company website which outlines the new and improved attitude towards CSR and how it will impact on the business.
* A formal report written for shareholders which summarises your meeting and includes the main issues and ideas, as well as outlining the impact on the business and how this will affect the shareholders specifically.

## Activity 3

Use the start of the following sentences to complete each statement, ensuring that the endings are referenced to demonstrate your understanding of Corporate Social Responsibility. Once completed, in pairs compare and discuss your statements.

1. Companies should do the
2. They should do
3. Managers should consider all
4. Businesses should be more socially
5. Companies need to increase their green
6. Businesses should behave more
7. Companies need a social

# Section 2 – In Depth Activities

### Activity 1

In 2012 Forbes reported on a survey conducted by the Reputation Institute (a private global consulting firm) who asked 55,000 people across 15 different markets to rank 100 of the world’s most famous multinational and reputable companies in terms of their Corporate Social Responsibility.

You need to research three of these global businesses and describe:

* your personal response to the CSR policies of these companies;
* why you think these companies have appeared within the top ten list

Remember to focus on three of the top ten companies in detail (If candidates have access to the Internet then it will be easy for them to Google Forbes to identify the top ten list, but it does not detail why).

**Top Ten list:**

Microsoft, Disney, Google – all joint leaders

BMW

Daimler

Sony

Intel

Volkswagen

Apple

Nestle

### Activity 2

Cynics may argue that many businesses are raising the profile within their websites of Corporate Social Responsibility to project a good public image. Using a suitable business to help illustrate your answer, discuss this statement.

### Activity 3

Tesco are one of the leading supermarkets within the UK with a market share of 28.7% according to The Guardian in March 2014.

<http://www.theguardian.com/business/2014/mar/11/tesco-market-share-shrinks-lowest-level-decade-aldi-supermarket>)

Using your knowledge of CSR select two of the different categories of Corporate Social Responsibility from the list below that Tesco uses within the diverse business empire that it has built up over the years and explain how it is able to have influence on society.

* The community in the UK
* The Environment
* Suppliers
* The workplace
* The Overseas community