



Business Virtual Learning

Course: Intro to Business

Lesson: Corporate Social Responsibility

April 23, 2020



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Objective/Learning Target: Students will be able to:

- (1) Define and understand the importance of corporate social responsibility.**
- (2) Research a company and evaluate their social responsibility**



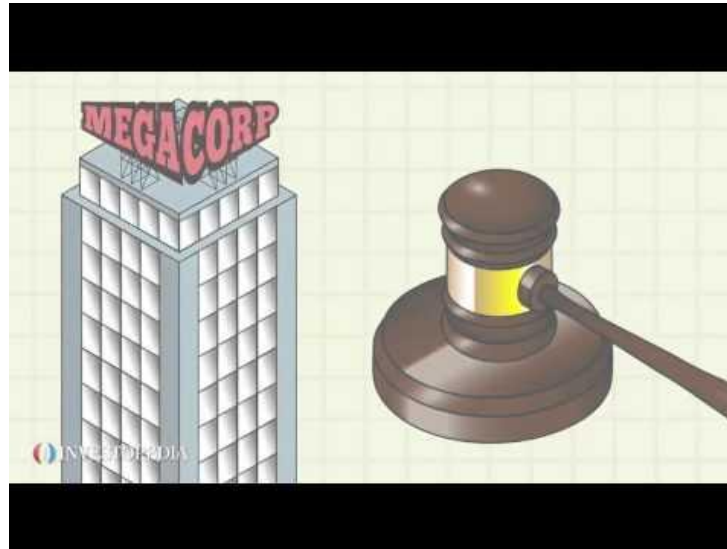
Lesson Starter

What are some ways you think businesses can help society?

What is Corporate Social Responsibility?

Definition:

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable—to itself, its stakeholders, and the public.



In today's lesson, we will be focusing on how companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental.

Link:

<https://youtu.be/oMhdBdBvX1I>



How can a company be socially responsible?

After watching the video in the previous slide, take a moment to list all the ways you think a company can be socially responsible.



Ways to be a socially responsible company

There are numerous ways companies can be socially responsible. Depending on what your business does, this might influence where you choose to put your time and energy for being socially responsible. Below is a list of things many business take into account when being socially responsible. Please read the article linked below about trending ideas in social responsibility.

<https://www.investopedia.com/ask/answers/011215/what-are-top-trends-corporate-social-responsibility.asp>

- Environmental Protection
- Fair Trading and Labor
 - Charitable Giving
- Diversity and Inclusion
 - Volunteer Efforts



Activity: Research and evaluate Starbucks Corporate Social Responsibility

Directions: You will need to research Starbucks and evaluate their current CSR efforts.

I have linked their website here: <https://www.starbucks.com/responsibility>. You will need to navigate through their website as well as conduct other research to answer the questions on the upcoming slides.

Please write your answers down on a sheet of paper.



Activity Continued: Research and evaluate Starbucks Corporate Social Responsibility

Please use your research to answer the questions below.

1. What is Starbucks' mission statement?
2. What are four main areas Starbucks is focused on in their CSR efforts?
3. How are they being ethical in sourcing their supplies and treating farmers? Why should that matter to them?



Activity Continued: Research and evaluate Starbucks Corporate Social Responsibility

Please use your research to answer the questions below.

4. How does Starbucks create opportunities for employees to grow or help their CSR efforts? List at least 3 ways.
5. What is Starbucks new environmental sustainability commitment?



Activity Continued:

Research and evaluate Starbucks Corporate Social Responsibility

Please use your research to answer the questions below.

6. What are some recent negative press reports or issues Starbucks has to deal with?

7. How can Starbucks improve its corporate social responsibility? Name at least 3 ways you believe it can do better.



Lesson Conclusion

Today we looked at how companies can focus on improving society while operating their business and still making a profit. Corporate social responsibility plays an important role in the business world. Starbucks is just one example of big businesses that make great efforts in CSR. I encourage to look at your more companies and see what they are doing to increase social responsibility.