



# Business Virtual Learning

## Course: Intro to Business

Lesson: Corporate Social Responsibility and COVID-19

April 24, 2020



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**Objective/Learning Target: Students will be able to:**

- (1) Understand the importance of Corporate Social Responsibility during economic uncertainty.**
- (2) Determine how a business can effectively implement CSR initiatives**



# Lesson Starter

Do you know of ways businesses are trying to help in the midst of the COVID-19 pandemic?

# Coronavirus and Corporate Social Responsibility



In today's lesson, we will be focusing on how companies are responding to the COVID-19 pandemic and how it represents their corporate social responsibility. Please watch this video as it discusses this topic.

Link:

<https://youtu.be/wZ7QneChik4>



# How can a company be socially responsible in a crisis, like COVID-19?

After watching the video, you saw good and bad examples of how businesses in the UK responded to COVID-19 issues. You also saw how their response or lack of response affected their company image and social responsibility.

**What were some of the positive and negative actions that were taken by the businesses in the video?**



## Activity: Create a COVID-19 CSR Initiative

**Directions:** You will need to research local companies and see what they are currently doing to help with the COVID-19 pandemic. After looking at the different companies, please choose one to complete this activity. Once you have chosen the business please fill in the information on the next slide.



# **Activity Continued:** **Create a COVID-19 CSR Initiative**

Business Name:

Business Description:

Years in Business:

List ways they have been socially responsible in the past:

Describe the ways they are currently responding to COVID-19:



# **Activity Conclusion:**

## **Create a COVID-19 CSR Initiative**

For the same business you listed in the previous slide, I want you to create a new initiative or way the business can continue to positively impact society during the COVID-19 pandemic. Try to think of all the different ways it could be impactful, for customers, employees, and the environment.

**Please write a paragraph detailing the new initiative you would have the business implement during this critical time.**