

Kimberly Truong

### Corporate Responsibility Guided Lecture Slideshow Notes

Slide 2: Lesson objectives are from grade 12 history– sub category economics

Slide 3: Quick 10 minute discussion. Guide the discussion

Slide 4: Ask students what they know about the phrase “corporate social responsibility.” Ask students to break the phrase into the 3 words they do know, and what they can hypothesize the meaning.

Slide 5: Corporate social responsibility is a part of a company’s brand. A company is no longer advertising its products, but also the company as a whole.

Consumers are becoming increasingly aware of their carbon footprint and are holding themselves and those whom they do business with to a higher code of ethics.

Slide 6: Begin the discussion and guide students to answer these questions the best they can.

Remind students to use vocabulary words they have learned up until this point.

Slide 7: Ask what students think of the video. What notes did they take while watching the video and were they able to understand everything.

Slide 8: Quick 10 minute discussion

Slide 9: Ask student to define each word the best they can, and discuss how it relates to corporate social responsibility. The time for each branch should be 2 minutes– the total time should be 16 minutes.

Slide 10: 20-minute discussion. Spend time to discuss each word and what it means. Each student should also answer the question on their notes page. Some may volunteer their answers after.

Slide 11: Ask students to recall the role of government in the economy. How much influence should they have in private sectors– which includes small businesses and mom and pop shops?

Slide 12: CSR is a choice that businesses are consciously making. Should this be a law and/or regulation? Consider what we have learned about the blurred lines between a free-market economy, a laissez-faire approach and the influences the government can make through laws and regulations. Should this be something the government has a hand in?

Slide 13: Ask– what do you think are competitive labor markets today? Think medical, technology? Think of the labor that can be outsourced, what is left in The United States? Why or why not it would be a competitive market?

Slide 14: What do you consider is innovative? Without sustainability, the company's research and development efforts possibly wouldn't have led to such a product.

Slide 15: Think about the small business your group has set up. Think about the long-term interest and the sustainability of your company.

How can customer engagement help you move your business forward?

Slide 16: Always consider how your business affects your community and the general public around you. As a business, you are a separate member society that will be held to different standards. Consider your responsibilities to your community.

Slide 17: Environmental CSR, carbon footprints and paying it forward has recently become a big responsibility businesses have. How can you apply environmental CSR to your business?

Slide 18: Remind the students almost everything a business does to operate from day to day affects the environment. If the company does have hazardous material, they have a

responsibility to properly dispose of it ensuring they follow all legal and environmental regulations.

Slide 19: Ask: What are harmful emissions a company can emit. Think beyond toxic smoke pipes, as that is what most people picture. What about inappropriately, and illegally disposing of chemical materials, and even everyday items such as batteries. A company disposing batteries is a much larger scale than an individual and they can have a much more negative impact on the environment.

Slide 20: Companies that produce consumer goods should think beyond the production of the product. Think of the lifetime the product has. Will that product produce waste over the years? Think of when the product will be disposed of. Is that product biodegradable? What are the suggestions on disposing of this product?

Slide 21: \*All the students in the business classes will have regular discussion groups. These are also groups for projects