

# CORPORATE SOCIAL RESPONSIBILITY opracowane przez mgr Bożena Mikiewicz

Read 3 articles from the following websites.  
Watch short video clips and do the exercises.

<https://blog.vantagecircle.com/foster-your-business-with-corporate-social-responsibility/> .

<https://www.hallmarkbusinessconnections.com/4-reasons-why-social-responsibility/>

4 reasons why CRS is important in business

How to start your career in corporate social responsibility

<https://www.forbes.com/sites/jessicapliska/2017/06/20/how-to-start-your-career-in-corporate-social-responsibility/#572ae747460e> -

Watch 3 Video clips:

What is Corporate social responsibility ?

[https://youtu.be/1bpf\\_sHebLI](https://youtu.be/1bpf_sHebLI)

Corporate Social Responsibility (CSR): Practical Perspectives by Thomas Beschorner

<https://youtu.be/l9IyDvkxADU>

Coca Cola Social Responsibility

<https://youtu.be/WcR-V3vdhG8>

## Exercises

### 1. Fill in with the most appropriate word. 7 points

1. Companies like Hallmark are taking a moral \_\_\_\_\_(6 letters ) on improving the world we live in.
2. 32% of employees would seriously consider leaving their job if their company gave little to no money to \_\_\_\_\_( 7 letters ).
3. Consumers expect \_\_\_\_\_ ( 6 letters ) to not just have functional benefits, but a social purpose.
4. 83% of investors are more inclined to invest in \_\_\_\_\_ ( 5 letters ) of a company well known for its social responsibility.
5. CSR is a self-regulating business model developed by companies with the goal to create a positive \_\_\_\_\_( 6 letters) on society.
6. CSR addresses various \_\_\_\_\_( 6 letters ) like human rights, education, health, and safety.
7. 78 percent of millennials said that CSR influences their decision to \_\_\_\_\_(4 letters ) an organization.

### 2. Decide if the sentence is True or False 10 points

1. Many companies are not allowing their employees to have the benefit of taking time off to volunteer in their organizations of choice.  
T/F
2. CSR helps build the team's dynamics and increases the engagement level of the workforce.  
T/F
3. Coca Cola has donated "€30.8 million to help the UNHCR bring light and renewable energy to refugee camps across Asia, Africa and Middle East."  
T/F
4. IKEA has worked to support people with HIV/AIDS  
T/F
5. Google still ranks as one of the most "giving" organizations.  
T/F
6. Nneka Norville is a Manager of Corporate Social Responsibility at Viacom's BET Networks.

T/F

7. Her job involves strategy, creativity, interpersonal skills and generosity.

T/F

8. She worked in nonprofits and foundations, and through it all she built a strong network and deep relationships.

T/F

9. She uses marketing and digital strategy skills in her job.

T/F

10. The hardest part of her job was to learn the art of saying "no" to requests for partnerships and charitable contributions than she can possibly fund.

T/F

**Give answers to these 3 questions.**

**1. Name 4 practical steps companies can take to contribute to society** <https://youtu.be/19IyDvkxADU>

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**4 points**

**2. Explain why is C.S.R recognised as a real performance driver ?** [https://youtu.be/1bpf\\_sHebLI](https://youtu.be/1bpf_sHebLI) 4 points

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**3. Name several marketing activities Coca Cola company made to be responsible for environment.** 4 points  
<https://youtu.be/WcR-V3vdhG8>

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**Writing task -CSR of a chosen company.**

**Choose a company and describe (10 -12 sentences) how this company manages CSR- business processes to produce an overall positive impact on society.**

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