

BMGT 360: CORPORATE SOCIAL RESPONSIBILITY & HUMAN
RESOURCE MANAGEMENT

LESSON PLAN

Objectives: By the end of this session students will be able to;

1. define Corporate Social Responsibility (CSR)
2. define, in their own words, sustainability
3. explain & discuss possible relationships between CSR, sustainability & profitability (list current examples)

Before Class Group Activities:

- A. Read Corporate Social Responsibility (pg. 205 – 206, *Bernardin*) & answer question 1.
- B. Read Definitions of Sustainability (handout)
- C. Chose one (1) company that you believe displays positive CSR activities, Sustainability Efforts & “bottom line” Positive Financial Efforts - explain how the company manages to achieve these.

Class Activities:

(45 minutes, 4 - 6 groups)

1. Discuss examples of businesses that you do not care to support due to their seeming lack of CSR & Sustainability practices.
2. Discuss examples of businesses that you do support due to their positive efforts/activities in this regard.
3. Regarding your Manager Interviews – where does the business fit into this effort? Does the manager have a role in the effort (either official or unofficial)? If so, what is it & how is this reflected in his/her day to activities?
4. Summarize & close discussion