

Business Studies - Assignment 1

Assignment: Exploring Corporate Social Responsibility (CSR)

Objective: To understand the concepts of sustainable development and the different perspectives on corporate social responsibility, focusing on the stakeholders and shareholders views of CSR.

Instructions:

Group Work: Form small groups of 2-3 students.

1. Case Study Analysis: Each group will choose one well-known western company (e.g., Unilever, Tesla, Starbucks) to analyze its approach to CSR. Use the following guidelines for your analysis:

a. Company Overview (100 words)

- Briefly describe the company, its mission statement and its main products/services.

b. CSR Initiatives (150 words)

- Identify and describe at least two specific CSR initiatives the company has implemented related to sustainable development (e.g., environmental sustainability, social impact).

c. Stakeholder vs. Shareholder Perspectives (500 words)

- Discuss how the company's CSR initiatives benefit stakeholders (e.g., employees, customers, community) versus shareholders (e.g., profit maximization, return on investment).
- Consider questions like: How does the company balance the needs of stakeholders with the interests of shareholders? Which group do you think the company prioritizes, and why?

d. Conclusion (100 words)

- Summarize your group's thoughts on the effectiveness of the company's CSR approach. Do you think it leads to long-term sustainability? Why or why not?

- 2. Presentation:** Each group will present their findings in a 5-6 minute presentation. Focus on clear communication and engage your classmates by using eye contact, gestures and questions to the audience.

Submission Requirements:

- A printed copy of your group's analysis (max. 850 words).
- A presentation slide with key points

Tips:

1. Your presentation should not be an exact copy of your report. The report should be formal with more information while your presentation can be more informal and focus on the key points.
2. Each group member should be a part of the presentation and have equal presentation time.
3. This group assignment aims to develop your team-working and collaboration ability. Make sure you are dividing the work up equally and fairly.
4. Use the Marking rubric to make sure you are completing the assignment correctly.

**Deadline: 16/12/25 for Group 3+4
17/12/25 for Group 1+2**