

CHAPTER II

BUSINESS

SOCIAL

RESPONSIBILITY

&

ETHICS

2.1 Business Social Responsibility (BSR)

2.2 Sustainable Development

2.3 Business Ethics



Concepts & Issues that emerge from the content

- ❖ Business Social Responsibility (CSR)
 - + Introduction & importance
 - + Parties to whom Business is responsible
- ❖ Sustainable Development
 - + Introduction & importance
 - + Contribution of Businesses towards sustainable development
 - + Pillars of Sustainable Development
 - + Modern sustainable development approaches
- ❖ Business Ethics
 - + Concept & importance
 - + Forming a code of ethics
 - + Difference between ethics & CSR

"We need business to understand its social responsibility, that the main task and objective for a business is not to generate extra income and to become rich and transfer the money abroad, but to look and evaluate what a businessman has done for the country, for the people, on whose account he or she has become so rich".

- Vladimir Putin





BUSINESS SOCIAL RESPONSIBILITY (BSR) - INTRODUCTION

What is a BSR?

.....

.....

.....

.....

What are the accepted definitions on BSR?



“Business social responsibility is the continuous commitment by the business to act ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.”

- World business council for sustainable development

about how companies manage the business processes to produce an overall positive impact on society.

- Mallen Baker

“Business social responsibility is to create maximum value for shareholders while performing justly to all interested parties such as consumers, employees, society, government and environment”

- Narayan Moorthy -

“BSR is a company’s commitment to operating an economically, socially & environmentally sustainable manner whilst balancing the interests of diverse stakeholders”.

- BSR Asia

“There is one & only one social responsibility of business to use its resources & engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open & free competition without deception or fraud”.

- Milton Friedman



What are the international definitions on BSR?

“BSR is about taking personal responsibility for your actions & the impacts that you have on society”.

- USA





“BSR is the contribution to the development of natural & human capital in addition to just making profits”.

- Taiwan

“Business social responsibility is about business giving back to the society.

- The Philippines



What does BSR indicate from all the above definitions?

.....

.....

.....

.....

What are the developing forces that will have an impact on stakeholders & the society in general?

.....

.....

.....



How can we classify Social Responsibility?

1. BSR for Society & Environment
2. BSR for Customers
3. BSR for Employees
4. BSR for Investors





What is BSR for Society & Environment?

.....
.....
.....

What can a business do to ensure BSR for Society & Environment?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....



What is BSR for Customers?

.....
.....
.....

What can a business do to ensure BSR for Customers?

.....
.....
.....
.....
.....
.....
.....
.....

CORPORATE RESPONSIBILITY CAN BE A BIG DRAW FOR CONSUMERS

55 percent of consumers are willing to pay more for products from socially responsible companies






What is BSR for Employees?

.....
.....
.....

What can business do to ensure BSR for Employees?



What is BSR for Investors?

.....
.....
.....

What can the business do to ensure BSR for investors?





What are the sectors of Social Responsibility as per “United Nations”?



UNITED NATIONS

How can a business fulfill its social responsibility towards its stakeholders?

STAKEHOLDER	SOCIAL RESPONSIBILITY
OWNERS	
EMPLOYEES	
CUSTOMERS	
SUPPLIERS	
LOAN CREDITORS	
GOVERNMENT	
PUBLIC	

What is the importance for businesses in fulfilling social responsibility?

.....

.....



Transparent Hands
Reaching Down & Lifting People Up



THE IMPORTANCE OF
CORPORATE SOCIAL RESPONSIBILITY

I.N.T.Q.D.A.Y.'S..B.U.S.I.N.E.S.S

What are the benefits a business can derive from fulfilling social responsibility?

.....

.....





.....
.....
.....
.....

What are the standards available regarding Social Responsibility?



What are Steps & Strategies adopted by companies to show they fulfill Social Responsibilities?

- Reporting
- Transperancy
- Principles
- Codes
- Accountability
- Verifiability





SUSTAINABLE DEVELOPMENT - INTRO

What is Sustainable Development?

.....
.....
.....
.....

What are the other definitions on Sustainable Development?

“Sustainable development is development which meets, the needs of the present, without compromising the ability of future generations to meet their own needs.”

- World commission on environment and development

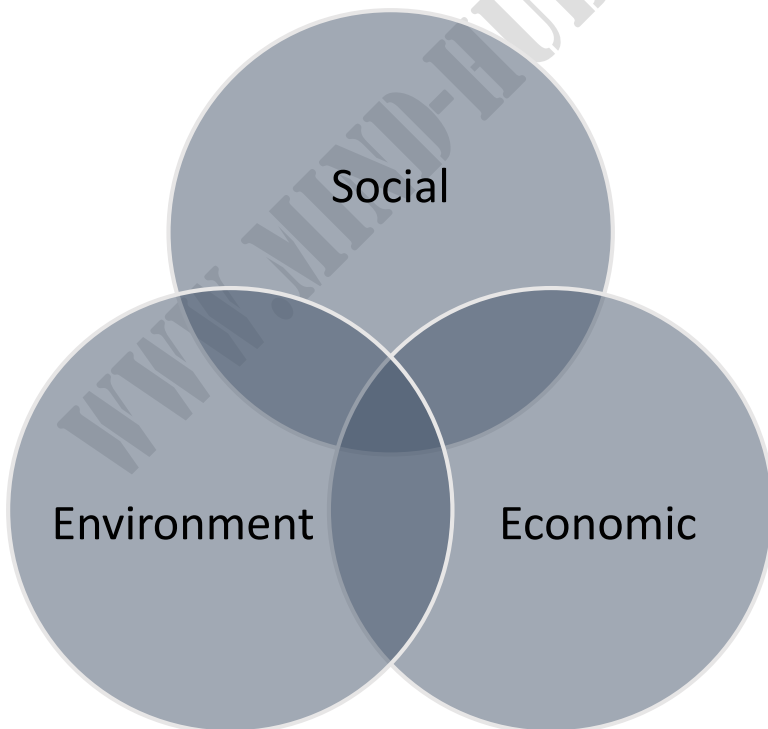
“Sustainable Development is a process for meeting human development goals while sustaining the ability of natural systems to continue to provide the natural resources & eco-system services upon which the economy & society depends.”

- Brundland Commission



What are the 3 pillars on which Sustainable Development is built?

.....
.....
.....
.....



The above can be broadly explained in the following diagram;

1. Bearable
2. Equitable
3. Viable
4. Sustainable

Further clarification;

1. Social & Environment –
2. Social & Economic –
3. Environment & Economic –
4. Social, Environment & Economic -

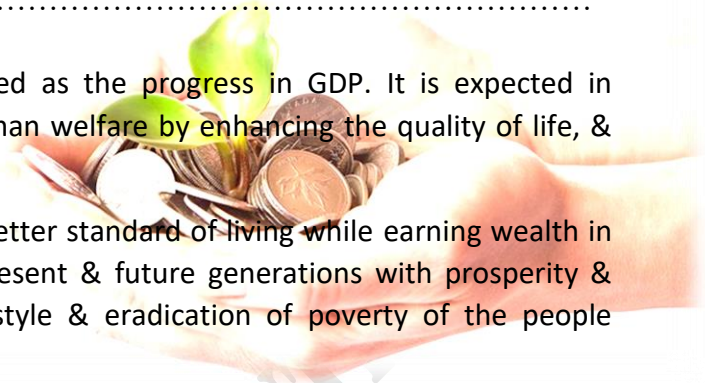




What is Economic Sustainable Development?

.....
.....
.....
.....

Traditionally economic development was considered as the progress in GDP. It is expected in Economic Sustainable Development to improve human welfare by enhancing the quality of life, & reducing the consumption of resources.



It is important here to empower people to have a better standard of living while earning wealth in engaging in economic activities & providing the present & future generations with prosperity & protection by confirming a high standard of life style & eradication of poverty of the people worldwide.

A competitive market is important for this and it is expected to reach an economic sustainable development by producing eco-friendly products that are affordable.

What are the facts that a business should concentrate on working towards economic sustainability?

.....
.....
.....
.....
.....
.....
.....
.....

What are the steps that can be taken by a business to ensure economic sustainability?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....





What is Environment Sustainable / development Protection?

.....
.....
.....
.....

There are limited resources in the world for us. Every human being who lives on earth needs clean air, water, suitable habitat to live in as well as fertile land to produce adequate food.

It is expected to satisfy the basic human needs such as air, water, food & shelter through environment sustainable protection by the quality presence, maintenance & protection of the basic human needs.

In sustainable environment protection, human activities for the protection of global environment & for the future generations are expected while considering on how to do effective changes without destroying the natural environment. Adverse effects that have risen such as global warming, destruction of forestry, excessive fishing in oceans should be focused here.

To satisfy human needs, natural resources should be extracted from environment. Environment sustainability can be protected through consuming resources, which cannot be replaced, at a lower speed rather than the speed they take to replace themselves naturally.



What are the facts that a business should concentrate on working towards environment sustainability?

.....
.....
.....
.....
.....
.....

What are the steps that can be taken by a business to ensure environment sustainability?

.....
.....
.....
.....
.....
.....
.....
.....
.....





What is Social Sustainable Development?

.....
.....
.....
.....

To ensure a sustainable future, needs & wants of people could be satisfied equally/ fairly. In other words, while human needs & wants can be fulfilled at a high standard, there shouldn't be corruption or violation of others' rights to do so.

To ensure this position in social sustainable development, it emphasizes on giving equality, social capital, social integrity, commitment of community & development of human rights, social responsibility & social justice to everyone.

It is expected in social sustainable development to have human development by satisfying human needs while not violating the needs of future generations.



What are the facts that a business should concentrate on working towards Social sustainability?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

What are the steps that can be taken by a business to ensure Social sustainability?

.....
.....
.....
.....
.....
.....
.....
.....





What is the 7R concept?

This is a novel set of concepts practiced by millennial businesses in production, consumption & waste management to achieve sustainable development.

1. Reduce

.....
.....

2. Re-use



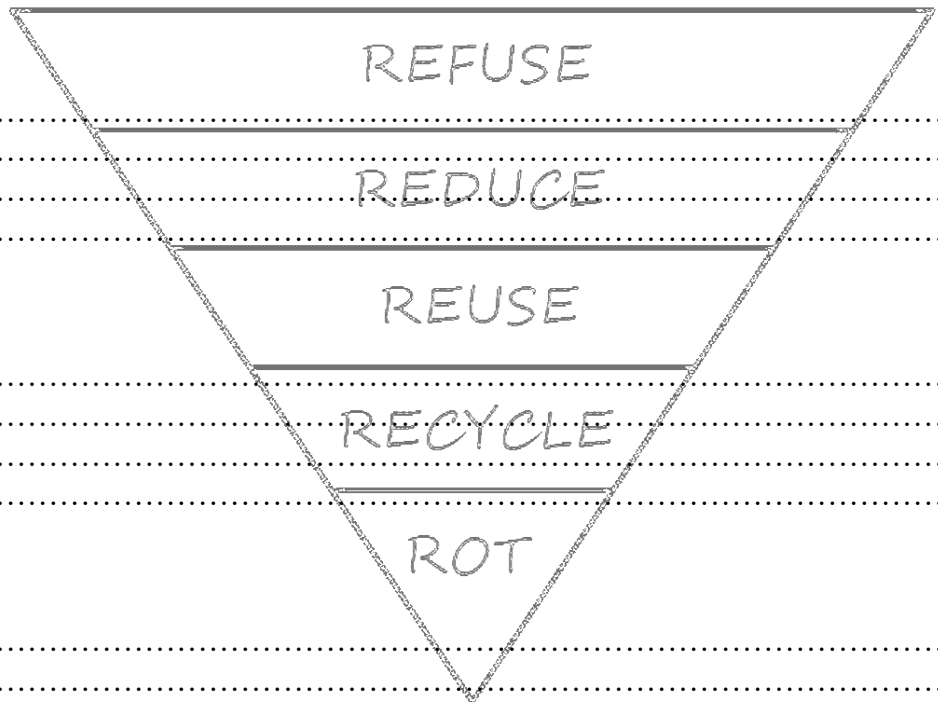
.....
.....

3. Recycle

Reduce Reuse Recycle

.....
.....

4. Replace



.....
.....

5. Re-invent

.....
.....

6. Refuse

.....
.....

.....
.....





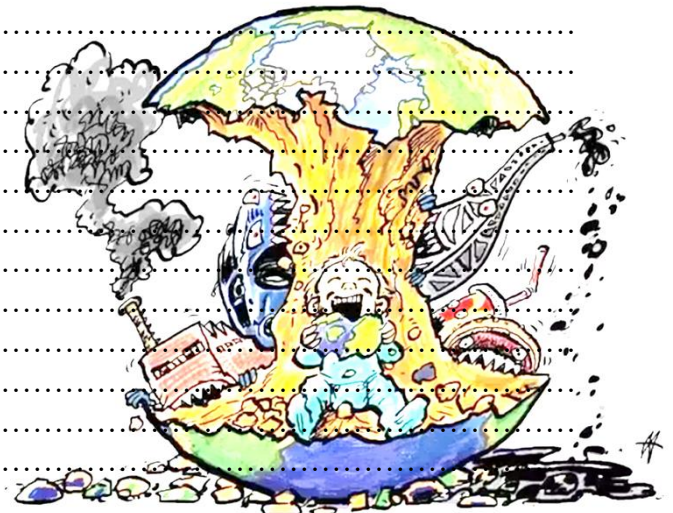
7. Rot

.....
.....
.....



What are the negative impacts on the environment from Business activities? *CO₂ EMISSIONS : THE PEOPLE'S CHOICE...*

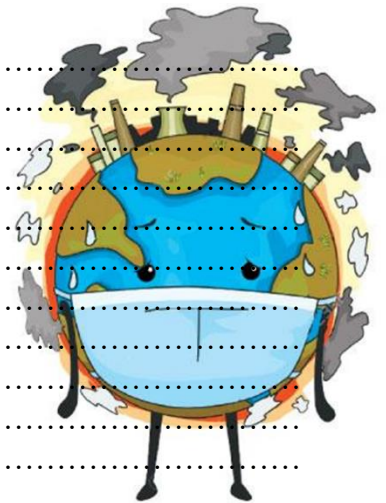
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....



How can you as a customer, contribute towards Sustainable Development?

.....
.....
.....
.....





What are the Global Goals for Sustainable Development?

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION 	7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES 	 THE GLOBAL GOALS For Sustainable Development			12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE AND JUSTICE STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS





BUSINESS ETHICS – INTRO

What is ethics?

.....

.....

.....

.....



What is Business Ethics?

.....

.....

.....

.....

Business ethics means to act favorably to all the interested parties acknowledging the good & bad. It is important for businesses to follow business ethics, because;

- ❖ By supplying quality goods and services, fairness can be fulfilled, thereby increasing their trust on business.
- ❖ By following ethics related to accounting, financial irregularities & misconduct can be avoided by ensuring trust.
- ❖ By following ethics related to the rights and responsibilities of both employers & employees, unfairness by caste, social status, religion or gender can be avoided, thereby leading to a better human resource management.

What are the factors considered when forming Business Ethics?

Business	
Customers	
Employees	
Competition	
Socio-culture	
Organization Culture	
Practicality	





How can we classify Business Ethics?

.....
.....
.....
.....
.....
.....
.....

THERE IS
NO RIGHT WAY
TO DO
A WRONG THING.

What is meant by Ethics on Production / Operations?

.....
.....
.....

What are such Ethics on Production / Operations?

.....
.....
.....
.....
.....
.....
.....

What is meant by Ethics on Marketing?

.....
.....
.....

What are such Ethics on Marketing?

.....
.....
.....
.....
.....
.....

What is meant by Ethics on Human Resource Management?

.....
.....
.....





What are such Ethics on Human Resource Management?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

What is Ethics on Intellectual Property?

.....
.....
.....
.....

What are such Ethics on Intellectual Property?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

What is Ethics on Religious Views?

.....
.....
.....
.....

What are such Ethics on Religious Views?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

What is Business Code of Ethics / Code of Business Practices?

.....
.....
.....
.....





What are the parties covered by Business Code of Ethics?

.....
.....
.....

What are the benefits a Business can derive from having a Business Code of Ethics?

.....
.....
.....
.....
.....

What are the items / criteria that will be found in the code of ethics of a school?

Students

.....
.....
.....

Teachers & Staff





Support Class Information ADVANCED LEVELS - 2022 / 2023 / 2024

Business Studies (Theory program) by Mr. Dilon Anthony

- ❖ Vision International School – Kandy – Info – 0777277729
- ❖ Sigma Institute – Colombo 06 – Info – 0112-559877
- ❖ Online – www.mind-hub.lk/programs/business-studies

Economics (Theory Program) by Mr. Imran Hasheem

- ❖ Sigma Institute – Colombo 06 – Info – 0112-559877
- ❖ Online – www.mind-hub.lk/programs/economics

Accounting (Theory Program) by Mr. Pasindu Wijerama

Contact on 0773002551, 0705002551 for more details on the Accounting class.

More details visit www.mind-hub.lk & register for online classes. Hotline 0777277729
General Information hotline – 011-2559877, 011-4935135



**WE LEAD
MANY FOLLOW!**

THE ONLY
DEGREE
THAT PROVIDE

13 EXAMS EXEMPTIONS

**BA(HONS) INTERNATIONAL
BUSINESS & FINANCE**

03 YEARS 480 CREDITS

PART TIME | FULL TIME CLASSES

OTHER QUALIFICATIONS

Note – This is a theory tutorial with in detail explanations for the students of Mind-ventures Educational Services only & not allowed for unauthorized referencing, extractions, usage etc by external parties. (Violation makes you a thief) Mind-ventures believe in ethical teaching practices at all times, even though others don't.

Dilon Anthony



Head Office - Colombo

No 320, 1/1, Galle Road,
Colombo 3, Sri Lanka

+ (94) 114 515 253
+ (94) 773 918 777

www.icbsgroup.com



Branch - Kandy

No 15, George E. De Silva
Mawatha Kandy

+ (94) 814 950 950,
+ (94) 773 919 777

