

Instructional Scenario

Social/Environmental Responsibility

Course/Duty Area: Principles of Business and Marketing/Exploring Interrelated Social, Environmental, and Ethical Responsibilities

Scenario: Vivek is job searching. It is important to him to work somewhere that contributes positively to society and the environment. He found one company, Fahlo, that is creating and selling animal bracelets that include interactive tracking for sea turtles, elephants, polar bears, sharks, penguins, lions, giraffes, and dolphins. They donate 10% of their profits to wildlife organizations including Sea Turtle Conservancy, Polar Bears International, Saving the Blue, Save the Elephants, Global Penguin Society, Ewaso Lions, Somali Giraffe Project, and FIU Marine Conservation Ecology Lab. Vivek needs to learn about additional companies that include societal and/or environmental missions so that he has multiple companies to reach out to in his job search.

Big Question: How can we learn about different businesses contributing socially or environmentally at the local, regional, national, or international level in a positive way?

Focused Questions:

- What are businesses doing to promote social responsibility within their communities?
- What are businesses doing to promote environmental responsibility?
- What positive environmental impacts are businesses creating?

Student Project or Outcome: Students have the opportunity to explore social/environmental responsibility by researching a specific example of how a business is contributing in a positive way and creating a project that showcases a specific example of a business that is practicing positive social or environmental responsibility.

Project-Based Assessment: Students will create a colorful, eye-catching project that showcases what a company is doing in terms of corporate responsibility (social or environmental). The deliverable must include company name, company project or promotion, location where they are assisting or where they are headquartered, and who/how/what the company is helping.

Student examples:

