**Video Title:** Business Ethics: Corporate Social Responsibility

**Video URL:** [**https://www.youtube.com/watch?v=xoE8XlcDUI8**](https://www.youtube.com/watch?v=xoE8XlcDUI8)

**Run Time/Source:** 2: 56, Study.com/YouTube

**Close Caption Available:** Yes

The focus of this video is corporate social responsibility and described on pages 90-95 of the textbook. The video explains that earning a profit is no longer sufficient for a business organization. Corporate social responsibility can take many forms, but a major emphasis these days is sustainability of the environment. Extreme examples include a coffin made out of cardboard, so it is biodegradable, and a backpack with solar panels on the exterior. Socially responsible companies want to help cure many ills in society. Yet the corporate social responsibility movement does have its critics. The contention is that the major purpose of a business is to earn a profit. By earning a profit, the company engages in such social goods as keeping employees and suppliers employed and paying taxes to the community.

*Questions for Thought and Discussion*

1. What do you see as the relationship between ethics and corporate social responsibility?

2. Why is “sustainability” emphasized so strongly as a part of corporate social responsibility?

3. The company Ben & Jerry’s is frequently cited as a company with exceptional social responsibility because they give back so much of their profits to charity. Yet ice cream contributes to such ills as obesity, clogged arteries, and diabetes. Do you see a contradiction here?

4. The video emphasizes that a company with good corporate social responsibility pays careful attention to all stakeholders. What does that mean in practice?

5. Approximately 4,000 people die each year, and 100,000 are injured in vehicular accidents caused by distracted drivers. Younger people are most frequently the victims. What can smartphone makers and telephone service providers do to be more socially responsible for this problem?