



BUSINESS STUDIES
GRADE 10
TERM TWO
CHAPTER 7
CONTEMPORARY SOCIAL RESPONSIBILITY
2020

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This chapter consists of 3 pages

CONTENT DETAILS FOR TEACHING, LEARNING AND ASSESSMENT PURPOSES

Learners must be able to:

- Define the term “social responsibility” and give practical examples.
- Recommend/Suggest initiatives businesses can take to address socio-economic issues.
- Interview local businesses on the initiatives taken to address socio-economic issues.
- Evaluate the extent to which these initiatives have addressed the socio-economic issues.

1.1 Definition of social responsibility

- Social responsibility is when each person is responsible for the effects their behaviour and lifestyle has on the environment and others.
- It means that any person/group/organisation has a responsibility to act in a way that benefit society as a whole.
- Social responsibility also means getting actively involved in projects that can have a positive impact on society in a sustainable way.

1.2 Definition of corporate social responsibility/CSR

- It is the term used when a business takes responsibility for its impact on society and the environment.
- It is an ethical way of doing business in the interest of both the business and the wider community.
- Corporate social responsibility means that a business needs to be careful that all its actions protect the environment and improve the quality of life for the citizens of the country.
- The way businesses manage their resources/processes to impact positively on society.
- The environment consists of:
 - The air we breathe-this can be polluted by harmful smoke or other gases that are released into air.
 - Rivers and other natural water resources –which can be pollutes by factories
- Businesses should avoid doing things that harm the environment and people.
- The goal of CSR is to have a positive impact on the environment/consumer/employees/communities/stakeholder.

1.2 Initiatives business take to address socio -economic issues

1.2.1 Initiatives businesses can take to address inequality and poverty

- Provide bursaries for employees' children
- Offer learnerships for employees
- Develop employee's skills
- Invest in a young starting SME that can be a business competitor, buyer or supplier.
- Offer best volunteering programs.
- Support poverty alleviation programmes that are offered by the government.
- Donate money/food parcels to local NGO's.

1.2.2 Initiatives businesses can take to address HIV/Aids

- Counselling programmes/train counsellors to provide infected and affected persons/employees.
- Develop counselling programmes for infected/affected persons/employees.

- Conduct workshops on HIV/Aids programmes/campaigns.
- Offer Voluntary HIV/Aids testing and counselling in the workplace.
- Roll out anti-retroviral (ARV) treatment programmes (ART) for the infected employees.
- Encourage employees to join HIV/Aids support groups.
- Develop strategies to deal with stigma and discrimination.
- Participate in the HIV/Aids prevention programmes implemented in the community.
- Support non-governmental organisational/community-based

1.2.3 Initiatives businesses can take to address gambling

- Offer financial literacy education
- Businesses must make use of organisations such as Gamblers Anonymous and the National Council on Problem Gambling to help gamblers fight their addiction.

1.2.4 Initiatives businesses can take to address unemployment

- Provide skills development programmes through learnerships.
- Offer bursaries to the community to improve the level of education.
- Create jobs for members of the community.
- Provide entrepreneurial programmes that can promote self-employment.
- Support existing small businesses to create more employment opportunities.

1.2.5 Initiatives businesses can take to address poverty and inequality

- Invest in a young starting SME that can be a business competitor, buyer or supplier.
- Attract the best employees by being socially responsible and offering the best volunteering programs.
- Support poverty alleviation programmes that are offered by the government.
- Donate money/food parcels to local NGO's.
- Increase employment through economic growth.
- Introduce more training programmes and apprenticeship to develop skills.
- Encourage entrepreneurship through business training and mentoring entrepreneurs.
- Improve infrastructure and services in poor communities.

1.2.6 Initiatives businesses can take to address crime

- Offer employment
- Get involved in the local community on sustainable projects with community.
- Sponsor special sports programmes by providing finance (prize money) for special community events
- Adopt a school; by providing most of its needs.

1.2.7 Initiatives businesses can take to address violence

- Provide an employee assistance programme (EAP) to enable employees with personal problems to seek help.
- Provide counselling facilities / refer victims to private counsellors.

2 Other examples of corporate social responsibility initiatives

- Producing socially responsible goods and services
- Treating employees in a socially responsible way
- Ensuring production techniques are socially responsible
- Initiating community projects