**CORPORATE FINANCE**

**Learning Outcome 5: ACTIVITY 3**

## **Corporate social responsibility**

Some businesses adopt an altruistic social purpose as a corporate objective. Corporate social responsibility (CSR) should play a supporting role within the framework of corporate objectives rather than act as a business’s primary goal. Adverse publicity can have a negative effect on corporate image and can, ultimately, affect the corporate finance activities of the business.

#### Required: In small groups

Identify a business with which you are familiar. This could be a multi-national company from which you have purchased goods/services, a business that owns your favourite brand or the business for which you work (or wish to work in the future).

From your research:

1. Explain the concept of a corporate social responsibility.
2. Identify the CSR activities of your chosen organisation.
3. Evaluate the extent to which these CSR activities affect the financial management activities of your chosen organisation.
4. Prepare a short presentation on your findings.