

Incorporating Corporate Social Responsibility and Sustainability into a Business Course: A Shared Experience

Obeua S. Persons, Rider University

ABSTRACT

This paper discusses how the author incorporates corporate social responsibility (CSR) and sustainability into an introductory managerial accounting course which is a required sophomore-level course for undergraduate business majors. In particular, she uses four CSR assignments along with class discussions about these assignments, a class project with a requirement about CSR, and class discussions of seven ethics cases and 17 ethics scenarios tied to a corporate code of ethics of a real-world company. Because these CSR materials and discussions are not discipline specific, business educators in any disciplines may adopt them with minimal modification and preparation time. Student feedback indicates that they consider CSR assignments valuable to their learning experience, and would like CSR incorporated into more courses. Helping students appreciate the strategic and economic significance of CSR and sustainability is an important step because these issues will likely define business strategy and performance globally in the next decade.