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### BUAD 430 Corporate Social Responsibility 2018

Saint Norbert College

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# BUAD 430: Corporate Social Responsibility

Instructor: Dr. Grant Rozeboom

Spring 2018

In this course, students learned how to implement Corporate Social Responsibility (CSR) by partnering with a local business. Through this course, students will understand how their own values support business-centered CSR, using appropriate moral theories, figured out how those forms of CSR can be realized by the concrete actions of partnering local businesses (or non-profit organizations), and helped an organization develop and implement strategies for realizing the relevant forms of CSR in light of its goals, its place within a community, and its values.

# Goodwill

"To create a world where every person finds joy and purpose free from fear, exclusion, want or need."

Corporate social responsibility ("CSR") concerns the responsibilities businesses have to deliberately support a just social order, above and beyond the good side effects of their profit-making ventures.

## Leadership and Values at Goodwill NCW

CEO of Goodwill NCW



Chris Hess, SNC '02

We put people first...all people.

We dazzle 'em.

We think, we explore, we create.

We take the high road.

We hug trees.

We are joyful and zany.

We are dream weavers.

"I have had the opportunity to really get to know the ins and outs of Goodwill NCW through taking this course. I drove down to Appleton to experience and learn about a different aspect of Goodwill. Each week, I went to Goodwill with a different theme of Corporate Social Responsibility in mind so that I could analyze and learn about the organization in a new, unique way. I would bring our new concepts and angles about CSR from class to analyze Goodwill and then I would be able to personally reflect, through writing, on the connection to the theory and content discussed in class before I would discuss and reflect with the class about my experiences each week. Although it can be a lot of work to analyze an organization through an academic lens, this has been the most impactful business class that I have taken at SNC due to it being so immediately applicable"

-Adam Strube '18