

Corporate Social Responsibility: "Best Practices" in Illinois

Student teams will investigate 5 Illinois Hospitality Business organizations to identify their **Corporate Social Responsibility** initiatives and determine "Best Practices."

Corporate Social Responsibility (CSR) is a concept that emphasizes a company's social and environmental accountability beyond business economics through its operations, products or services, and through its interaction with key stakeholders such as employees and local communities (Carroll, 1999). In other words, CSR is a mechanism whereby businesses embrace their role to positively impact the environment and the community at large for future generations. Hospitality companies are taking their role toward corporate social responsibility (CSR) more seriously.

Any Illinois public or private Future Business Leaders of America (FBLA) High School can compete. To participate in the challenge, teams must register online with the SIU College of Agricultural Sciences Hospitality & Tourism Administration Program at <http://coas.siu.edu/academics/bachelors/hospitality/>.

NOTE: Registration must be received by November 15, 2017.

Rules and Guidelines

1. Select Your Team

Choose team members who work well together and who can contribute equally to the project. If chosen to present, each team member must participate equally in the project's oral presentation.

- Teams are limited to a minimum of two (2) and a maximum of four (4) students per team
- Each team member must participate equally in the oral presentation if selected
- All members of the team must be able to answer questions from the judges

2. Register to Participate

To participate in the challenge, teams must register online with the College of Agricultural Sciences Hospitality & Tourism Administration Program <http://coas.siu.edu/academics/bachelors/hospitality/>. **Registration must be received by November 15, 2017.**

3. Investigate and write a research report on five Illinois companies from various Hospitality Business sectors taking part in Corporate Social Responsibility activities.

Research Report

Your team must submit a written report that describes the five Illinois companies and their CSR efforts. The CSR "Best Practices" report must include the following:

- **Title Page:** must include the title, date, names of team members, school or group represented, and advisor's name. Do not number this page
- **Table of Contents:** do not number this page
- **Abstract:** Identifies objectives or purpose of report, describe the methods or procedures, present the main findings and conclusions (1 page)
- **Background/Introduction:** Explains the importance of research problem and identifies goals (1-2 pages)
- **Methodology:** Explains how company information was selected, gathered, and analyzed (1 page)
- **Results:** Describes each Illinois Company and identifies CSR Best Practices (5-10 pages): Provides a profile of the companies your group analyzed for the report (purpose, product, employees, sales, etc.), as well as their CSR activities. This section may include data, tables and/or pictures
- **Discussion:** Interprets and comments on importance of the results (2-4 pages)
- **Summary/Conclusions:** Lessons learned through the research and possible implications of the study, as well as recommendations or additional work needed to expand knowledge (1-2 pages)
- Your paper must be: Must use 12-point font, Must be double-spaced, Must use one inch (1") margins, Must not exceed 20 pages; papers in which this section exceeds 20 pages will be disqualified
- May include supporting charts and graphs as needed; these should be include in the body of your paper and should be counted as part of the 20 page limit