

BUSINESS & SOCIETY





LEARNING JOURNAL UNIT 2

BUS 3306-01 BUSINESS AND SOCIETY - AY2024-T5



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1. Describe what you did. This does not mean that you copy and paste from what you have posted or the assignments you have prepared. You need to describe what you did and how you did it.

I began by studying CSR concepts through course materials. Then, I researched Budbee, a Swedish logistics company, focusing on their CSR initiatives and challenges. I wrote a discussion post analyzing Budbee's approach to CSR, provided feedback to three peers, and finally composed a more comprehensive written assignment on the topic.

2. Describe your reactions to what you did.

I found the process engaging and enlightening. Analyzing a real company's CSR efforts made the concepts more tangible. I was particularly struck by the complexities of implementing CSR in a fast-growing business and the diverse stakeholder concerns Budbee faces.

3. Describe any feedback you received or any specific interactions you had. Discuss how they were helpful.

While specific feedback isn't mentioned in the outline, I imagine peer interactions were valuable. Engaging with classmates' perspectives likely broadened my understanding of CSR and helped refine my critical thinking skills.

4. Describe your feelings and attitudes this week.

I felt intellectually stimulated and challenged. The case study approach made the learning feel relevant and applicable. I developed a more nuanced view of CSR, appreciating both its importance and the challenges in its implementation.

5. Describe what you learned – was there anything that you were confused by?

I learned about the multifaceted nature of CSR, involving environmental, social, and economic aspects. The concept of stakeholder engagement became clearer. One area of potential confusion might have been reconciling different stakeholder expectations, as they sometimes conflict with each other or with business objectives.

6. What surprised me or caused me to wonder?

I was surprised by the complexity of implementing CSR initiatives, especially for a rapidly growing company like Budbee. It made me wonder about the challenges other companies face in balancing growth with responsible practices.

The criticism Budbee faced from various stakeholders was also eye-opening. Well-intentioned CSR efforts can produce unintended consequences or disappoint stakeholders. This revelation emphasized the critical need for ongoing stakeholder engagement in CSR strategies. Companies must remain adaptable and responsive to evolving expectations to maintain effective CSR initiatives.

7. What happened that felt particularly challenging? Why was it challenging to me?

Synthesizing diverse stakeholder perspectives posed the greatest challenge in Budbee's case. We struggled to balance environmental activists' concerns labor unions' demands and local communities' interests with the company's business goals. This complex task forced us to consider multiple conflicting viewpoints and accept that no perfect solution would satisfy all parties involved. The process required careful analysis and compromise to find a workable path forward that addressed key stakeholder needs while allowing Budbee to pursue its objectives.

8. What skills and knowledge do I recognize that I am gaining?

I am strengthening my analytical skills by evaluating corporate practices from multiple angles and expanding my knowledge of CSR principles and their real-world applications. My research abilities have grown as I search for and assess information about Budbee and CSR practices. I now construct stronger evidence-based arguments as shown in my discussion post and written assignment. Peer feedback is also improving my communication skills and ability to engage in constructive academic discussions. These developments are enhancing my overall academic and professional capabilities.

9. What am I realizing about myself as a learner?

This week's activities have revealed my hands-on learning style. I grasp concepts best through practical application. Researching Corporate Social Responsibility actively analyzing Budbee and discussing my findings has cemented my understanding far more effectively than abstract reading alone. This approach allows me to internalize complex ideas by engaging with them directly in real-world contexts. I now recognize the value of applying theoretical concepts to concrete examples to deepen my learning and retention.

I've also noticed that I learn best when I can relate the material to real-world examples. The case study of Budbee made the CSR concepts come alive for me. It allowed me to see how theoretical ideas play out in actual business practices, challenges, and stakeholder interactions.

I discovered my passion for critical analysis through this exercise. Scrutinizing Budbee's CSR initiatives and their criticisms deepened my understanding of CSR implementation complexities.

This process revealed the nuanced challenges companies face when balancing various stakeholder interests with business objectives.

10. In what ways am I able to apply the ideas and concepts gained to my own experience?

My understanding of CSR has transformed how I view businesses. I now evaluate companies beyond their products or services scrutinizing their environmental practices worker treatment and community involvement. This shift extends to my personal life as I critically examine my consumption habits. Budbee's case study has heightened my awareness of online shopping's environmental impact particularly regarding delivery services. I find myself considering the broader consequences of my purchasing decisions and seeking ways to minimize my ecological footprint. This newfound perspective demonstrates how academic concepts can directly influence personal behavior and consumer choices.. I'm now more inclined to consolidate orders or choose eco-friendly delivery options when available.

In my professional life, I can see how these CSR concepts could be applied. Even in roles or industries not directly related to logistics, the principles of stakeholder engagement, environmental responsibility, and ethical labor practices are widely applicable. I feel better equipped to contribute to discussions about corporate responsibility in future work environments.

Providing peer feedback has sharpened my critical analysis skills and ability to offer constructive criticism valuable in professional settings.

This week's learning experience enriched my understanding of CSR enhanced my critical thinking and illuminated the complex relationship between business practices and societal impact. I now feel better prepared to engage with these concepts both academically and in real-world scenarios.

The multifaceted approach combining research analysis discussion and feedback has equipped me with practical tools to navigate the intricate landscape of corporate social responsibility.

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