PRE323: Corporate Social Responsibility and Business Ethics (2 Units)

Department of Mass Communication

Covenant University
1. PRE323
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The course highlights the social responsibility requirements of business organizations, in particular, to their sustaining environment. It stresses the need for companies to plough back a definite proportion of their profits into the development of their environments in the interest of their own survival. It highlights modern conventional social responsibility development projects such as scholarships and other educational support commitments, sports and cultural development projects. It finally stresses the importance of sound ethical principles and practice in the interactions among Public Relations Personnel/agencies as well as between them and their clients.