

## **First Year Business Studies Poster Project**

Choose a company of your choice and analyse their Corporate Social Responsibility (CSR) strategy.

- You can describe some of their campaigns.
- You can look at whether they are successful or not?
- Is the company genuine in its motives?
- Are there any negative outcomes of their CSR strategies?
- Any other information you feel is relevant to the CSR of the company

**OR**

Choose a company and analyse how they are becoming more environmentally friendly.

- You can describe some of their campaigns/ideas.
  - You can look at whether they are successful or not
  - You can analyse what else they might do in the future to further minimise their environmental impact.
  - You can assess if there are there any negative outcomes of their environmental strategies?
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- **The project must be completed on a poster and you can use plenty of colour and pictures.**
  - **However you written information displayed also. It can be typed our hand written.**
  - **Please do not copy large chunks of text from the internet. Put things in your own words.**
  - **You must be prepared to present your poster to the class on Thursday 17<sup>th</sup> January.**
  - **The project will be graded across the Junior Cycle Key Skills of “Being Creative”, “Working with Others”, “Managing Information”, “Communication”**