Unit 06 - Corporate Social Responsibility & Sustainability

Content Area: **Computer Science**
Course(s):
Time Period: **Marking Period 2**
Length: **5-6 days**
Status: **Published**

Brief Summary of Unit

This unit explores how esports organizations balance business success with ethical leadership and social responsibility. Students will examine how organizations support their communities, promote diversity and inclusion, encourage player wellness, and reduce their environmental impact. Through case studies and project-based learning, students will evaluate how responsible business practices strengthen an organization's reputation, attract sponsors, and contribute to the long-term sustainability of the esports industry.

Revision Date: July 2026

Standards

Students will analyze the esports industry which connects to various cultures.

Information Literacy

This unit challenges students to locate, evaluate, and use information effectively. Information literacy includes, but is not limited to, digital, visual, media, textual, and technological literacy. Lessons may include the research process and how information is created and produced; critical thinking and using information resources; research methods, including the difference between primary and secondary sources; the difference between facts, points of view, and opinions, accessing peer-reviewed print and digital library resources; the economic, legal, social, and ethical issues surrounding the use of information.

New Jersey Diversity and Inclusion Law

In accordance with New Jersey’s Chapter 32 Diversity and Inclusion Law, this unit includes instructional materials that highlight and promote diversity, including:

economic diversity, equity, inclusion, tolerance, and belonging in connection with gender and sexual orientation, race and ethnicity, disabilities, and religious tolerance.

P.1	Act as a responsible and contributing community members and employee.
9.2.12.CAP.4	Evaluate different careers and develop various plans (e.g., costs of public, private, training schools) and timetables for achieving them, including educational/training requirements, costs, loans, and debt repayment.
P.8	Use technology to enhance productivity increase collaboration and communicate effectively.
8.1.12.NI.3	Explain how the needs of users and the sensitivity of data determine the level of security implemented.
8.1.12.DA.5	Create data visualizations from large data sets to summarize, communicate, and support different interpretations of real-world phenomena.
8.2.12.ITH.1	Analyze a product to determine the impact that economic, political, social, and/or cultural factors have had on its design, including its design constraints.
8.2.12.ITH.3	Analyze the impact that globalization, social media, and access to open source technologies has had on innovation and on a society's economy, politics, and culture.
8.2.12.NT.1	Explain how different groups can contribute to the overall design of a product.
8.2.12.ETW.1	Evaluate ethical considerations regarding the sustainability of environmental resources that are used for the design, creation, and maintenance of a chosen product.
8.2.12.ETW.2	Synthesize and analyze data collected to monitor the effects of a technological product or system on the environment.

Essential Questions

- How can esports organizations become more environmentally sustainable?
- How can esports organizations positively impact their communities?
- How does corporate social responsibility contribute to long-term organizational success?
- What is corporate social responsibility, and why is it important in esports?
- Why are diversity, equity, inclusion, and accessibility important to the future of esports?

Enduring Understandings

- Corporate social responsibility strengthens trust, reputation, and long-term business success.
- Responsible organizations invest in player wellness, community engagement, and ethical business practices.
- Successful esports organizations are responsible not only to shareholders but also to players, fans, employees, and communities.

Students Will Know

- Environmental challenges associated with gaming technology and live esports events.
- How CSR can influence an organization's reputation and financial success.

- The definition and purpose of Corporate Social Responsibility (CSR).
- The four major components of CSR Ethical responsibility, Environmental sustainability, Community engagement, and Employee/player well-being.
- The importance of diversity, equity, inclusion, and accessibility (DEIA).

Students Will Be Skilled At

- Analyzing the benefits and challenges of sustainable business practices.
- Designing a CSR initiative for an esports organization or tournament.
- Developing recommendations that improve an organization's social responsibility.
- Evaluating CSR initiatives implemented by esports organizations.
- Explaining how responsible leadership benefits organizations and communities.
- Presenting and defend solutions to real-world CSR challenges.

Assessment

Assessments

- Formative: Daily assignments using examples from class notes
- Summative: Teacher-created assessments including but not limited to building a CSR Initiative Proposal, organizing a Community Outreach Project, building or critiquing Accessibility Improvement Plans and creating a Public Awareness Campaign for our local community
- Benchmark: Check for understanding benchmark assessments
- Alternative Assessments: Student-centered activities such as sustainable Esports tournaments, various projects involving real world applications, and differentiated learning tasks

- Answer essential questions
- Class discussion of daily topic
- Classwork and homework that assess the essential questions
- Provide alternative means of assessments for certain students
- Teacher Observation
- Tests and quizzes that assess the essential questions
- Written assignments that assess the essential questions that involves providing explanations

Learning Plan

- What is Corporate Social Responsibility? (1 day)
    - Definition of CSR
    - Stakeholders
    - Why organizations invest in CSR

    - Examples from gaming and esports

- Community Engagement (1 day)
    - Charity tournaments
    - STEM education
    - School partnerships
    - Community service
    - Youth esports

- Diversity, Equity, Inclusion, and Accessibility (1 day)
    - Representation
    - Inclusive communities
    - Accessibility
    - Adaptive gaming
    - Reducing barriers to participation

- Player Health and Wellness (1 day)
    - Mental health
    - Ergonomics
    - Burnout
    - Physical wellness
    - Healthy gaming habits
    - Work-life balance

- Environmental Sustainability (1 day)
    - Electronic waste
    - Energy consumption
    - Carbon footprint
    - Sustainable event planning
    - Recycling

- Building a Responsible Organization (1 day)
    - Reputation
    - Fan loyalty
    - Sponsor expectations
    - Ethical leadership
    - Long-term planning

- Project Workshop (1-2 days)
    - Students work in teams to complete one of the performance tasks.
        - Teacher conferences
        - Peer review
        - Revision time
- Project Presentations

Materials

Core instructional materials: Core Book List

Supplemental materials: Garden State Esports resources

- District approved textbook and ancillary materials
- Teacher created activiites
- Teacher created notes

Suggested Strategies for Modifications

Possible accommodations/modification for Intro to Esports