

TOEIC 900 Business English Lesson:

Lesson 21: Corporate Social Responsibility (CSR) Initiative Discussion

Role-Play Dialogue Text (Approx. 10 minutes):

CSR Manager: Good morning. I'd like to discuss a new CSR initiative for our company.

CEO: Good morning. What kind of initiative are you proposing?

CSR Manager: I believe we should launch a community outreach program that focuses on sustainability. If we implement this initiative, then we could enhance our corporate reputation.

CEO: That sounds promising. What specific actions do you suggest?

CSR Manager: I propose that we partner with local non-profits and organize volunteer events. This approach might create a positive impact.

CEO: Excellent. Let's develop a detailed plan and schedule a follow-up meeting.

CSR Manager: I'm confident this CSR initiative will be beneficial for our community and our brand.

Comprehension Questions and Sample Answers (Approx. 5 minutes):

1. **Q:** What is the CSR initiative about?

A: It is about launching a community outreach program focused on sustainability.

2. **Q:** How is the conditional sentence used?

A: "If we implement this initiative, then we could enhance our corporate reputation."

3. **Q:** Which modal verbs are used?

A: "Should" and "might" (e.g., "we should launch" and "this approach might create").

4. **Q:** What specific partnerships are proposed?

A: Partnering with local non-profits and organizing volunteer events.

Teacher's Lesson Points (Concise Version):

- **Prep:** Review key terms (CSR, community outreach, sustainability, non-profits, reputation).
 - **Intro (2–3 min):** Discuss the importance of CSR in modern business.
 - **Reading & Analysis (10 min):** Student reads dialogue aloud; focus on persuasive language and conditionals.
 - **Comprehension (5 min):** Ask questions; provide feedback.
 - **Role-Play:** Teacher as CEO, student as CSR Manager.
 - **Wrap-Up (2–3 min):** Recap vocabulary; assign homework (prepare a brief CSR initiative proposal using modal verbs and conditionals).
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