

CORPORATE SOCIAL RESPONSIBILITY EDUCATION IN EGYPT CASE STUDY: NEW GENERATION SCHOOL

Randa El Bedawy, Misr International University, Egypt
Zeinab Shawky, British University, Egypt

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ABSTRACT

The Rise of Voluntary Work and Corporate Social Responsibility has been a central part of most societies throughout history. Businesses have been under increasing pressure to noticeably engage in activities known as corporate social responsibility (CSR). CSR has traditionally been associated with large companies, but recognition of the growing significance of the small and medium-sized enterprise (SME) sector has led to an emphasis on their social and environmental impacts. Therefore, it is of considerable importance to find effective paths to teach morals and to shape the attitudes. In the effort to re-think the academic roles relative to the community needs, and to enhance student learning, many academic institutions are forcing educational partnerships with community organizations and are integrating the service learning into their academic programs. This paper intends to highlight the importance of CSR education and to address the questions regarding the extent and manner in which enterprise education addresses the broad topic of CSR for school education in Egypt as applied in the case study: New Generation School in Egypt.

Keywords: *CSR Education, Service-Learning Education, United Nations Principles for Responsible Management Education, Corporate Citizenship, and Quality Assurance and Accreditation.*