

Table of Contents

Executive Summary	2
Table of Contents	3
List of abbreviations	4
List of figures	5
1. Introduction	1
2. Ethics and Corporate Social Responsibility	1
2.2 Roots of Corporate Social Responsibility	2
2.3 Business Ethics.....	2
2.4 Paradigms to ethics related to corporates	3
2.5 Effects of Social Responsibility for companies	4
3. Designing CSR Management.....	5
3.1 Establishment within the organization	5
3.2 Creating a company's CSR policy	6
3.3 Utilizing management systems.....	6
4. CSR in German Companies.....	7
4.1 Acceptance of European CSR policy	7
4.2 Public-private partnerships.....	7
4.3 Implementation rate of various CSR areas.....	8
4.4 Companies initiatives	9
4.5 Companies management tools.....	9
4.6 German ranking of company's CSR initiatives.....	10
4.7 Critical remarks	11
5. Conclusions	11
Bibliography	13
ITM Checklist – 360°Analysis.....	16
Declaration	18