**Business Ethics**

**Student´s manual**

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**December 7th -December 20th**

**This project aims to:**

* Increase your English communication skills. Written as well as oral.
* Help you to an understanding of the terms: ethics, Greenwashing accountability and sustainability as well as the concepts: CSR and Code of Conduct
* Help you to become aware of ethical issues, especially in the business world
* Help you to an understanding of your own influence, as a consumer, on the society and the environment
* Help you learn how to search for information on a specific company, structure that information in order to get an general overview and understanding of that company and how they work with CSR
* Make you able to name possible pros and cons to having an apparent CSR policy in a company
* Make you able to mention different ways companies can use CSR in their marketing
* Help you understand the AR technology
* Make you able to develop marketing materials with AR technology

**DAY 1**

**Tuesday December 7th**

* **The aim of today´s tasks is to introduce you to the term Business Ethics, and help you build a vocabulary you can use when talking about the different aspects of Business ethics.**
* **To Help you become aware of ethical issues, especially in the business world**
* **Help you to an understanding of your own influence, as a consumer, on the society and the environment**

**Task 1**:

Discuss the following questions about the last thing you bought with a classmate:

* How do you think the product was produced?
* Where do you think it was made?
* Who do you think made it and under what conditions?
* How do you think the environment is affected in the course of production and transport?
* Do you normally consider any of the above issues when buying a product?
* Is price the determining factor for you?

Be prepared to share some of your answers and opinions in a class discussion

(source: systime)

**Task 2.** (groups of 4)

**Discussing environmental issues in relation to business ethics.**

In groups of 4, you are to discuss the questions from appendix A. Your discussing should last a minimum of 15 minutes and be entirely in English!!!!

You will each have a role in the group.

Member A: reads the questions out loud.

Member B: writes down any words/terms from the questions or words which you need to answer the questions, but do not know in English. (Write it in the form in appendix B) and finds the translation

Member C: Keeps track of whose turn it is to answer a question.

(others may also join in, in the discussion of the question and answers given)

Member D: writes down key points from your discussion.

Upload your glossary and the keypoints from your discussion in your group on teams. Remember to name it task 2

**Task 3**: (pair work) (15-20 min)

Individually, look up the word “ethics” in a dictionary or Wikipedia or the like, and try to explain the meaning of the word in your own words to a classmate. Use the two explanations to make the explanation you both think is the best. Upload this to your group on teams (remember to put your names on it!

The teacher will point out some of you to share your explanation.

**Task 4**:

(individual task)

In class, we will watch part of a tv program on Henry Ford! (20 min) (Amerikas magtfulde mænd afsnit 8 fra ca. 13:00-ca. 38:45– findes på CFU)

(individual task)

“A business that makes nothing but money is a poor kind of business”

Quote by Henry Ford

Write a short essay on minimum 150 words on what you think the meaning of the above quote is, and what your thoughts about the quote are.

Upload your essay to teams. Name it task 4 followed by your name

**Appendix A**

Would you buy a fur coat?

Why/why not?

Do you always buy ecological products?

Why/why not?

Are you interested in animal welfare?

Why/why not?

Do you always sort your garbage?

Why/why not?

Do you like to buy second hand clothes?

Why/why not?

Do you prefer a deodorant roll-on to a spray?

Why/why not?

Do you turn off all electronic devices when you are done using them? Why/why not?

Do you buy plastic bags when you go grocery shopping?

Why/why not?

**Appendix B**

**Vocabulary**

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| **English** | **Danish** |
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