BUSINESS ETHICS

IN BRIEF

Learners develop an understanding of how organisations promote ethical behaviour in the workplace and consider the business case for implementing socially-responsible business practices.

INTRODUCTION

Business organisations are aware that the behaviour of consumers is increasingly influenced by the organisation's ethical behaviour, the way it conducts its working relationships, and how far it recognises the impact of its activities in a wider social and environmental context. To remain competitive in this environment, business organisations need to demonstrate high standards of ethical business behaviour and take account of the social and environmental impact of their production processes.

In this unit, you will consider a business organisation's relationship with its internal and external stakeholders from the perspective of business ethics and corporate social responsibility (CSR). You will explore the nature of ethical behaviour in a business context and the impact of business ethics on costs, operations, and the roles and responsibilities of managers and employees in the workplace. You will also examine the role and importance of CSR and how it influences an organisation's relationship with stakeholders in the wider external business environment.

This unit will help you progress to higher education courses exploring business ethics and CSR, and will enable you to make an informed choice of suitable CSR organisations for employment.

SUMMARY

Learning Aim

- Understand how ethical behaviour is applied in a business context
- Understand how CSR is applied in a business context
- Investigate the impact of ethical and CSR issues on business practices

Content Area

- Industry and professional codes of practice
- The application of ethical values to business practices
- Business ethics and the individual

- CSR issues and the impact on stakeholders
- Sustainability and the triple bottom line

- Strengthening a business organisation's CSR image
- Organisational responses to addressing ethical and CSR issues

Assessment

An investigative report profiling the way in which ethical and CSR initiatives are implemented by two different organisations.

A critical review of the response of an organisation to a business disaster resulting from unethical business practices or deficiencies in its CSR.