

## Business Ethics &amp; GCE Assignment – marks, worth 15%

**PURPOSE:** The purpose of this assignment is for students to reflect and apply what they have learned regarding ethics and how this relates to business (chapter 4). This assignment will also assess what students think about ethics and business in relation to the following three Global Citizenship and Equity (GCE) outcomes:

- **GCE #1:**
  - Identify one's roles and responsibilities as a global citizen in personal and professional life
- **GCE #4:**
  - Analyze the use of the world's resources to achieve sustainability and equitable distribution at the personal, professional and global level
- **GCE #6:**
  - Support personal and social responsibility initiative at the local, national or global level

While applying key concepts from chapter 4 along with the GCE outcomes is the focus of this assignment, students will find that some concepts from chapters 2 and 3 apply as well. Students able to critically think about how key concepts from each of these chapters apply to this assignment, demonstrate their ability to analyze, evaluate, and apply relevant information from a variety of sources, which is one of the essential employability skills outcomes of this course. Students are encouraged to use additional sources other than the textbook as well.

**IMPORTANCE:** This assignment will help you understand and reflect on your own ethics, business ethics and how they interconnect, by reflecting on and applying key chapter concepts along with how the GCE outcomes relate to you and the case provided. An important concept considering the results of this survey by Clutch on workplace values. You will notice that 4 out of the 5 indicators in the survey ultimately involve ethics; essentially, demonstrating what you know about this will not only be valuable to you academically but professionally as well.

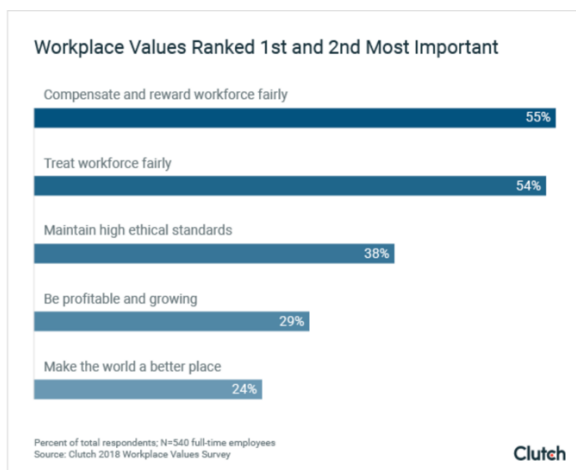


Image Source: The Manifest, 2020

<https://themanifest.com/business-services/how-can-companies-encourage-ethics-workplace>

**INSTRUCTIONS: Along with the chapters from the text book, two additional things need to be completed to be able to respond to the questions in this assignment:**

- I. First, watch and make notes based on The Story of Stuff video case.  
*Video Case* - The Story of Stuff: <https://www.youtube.com/watch?v=9GorqroigqM>
- II. Next, you will take a quiz to assess the type of changemaker you are.  
*Changemaker Quiz*: <http://action.storyofstuff.org/survey/changemaker-quiz/>
  - After you answer the questions in the quiz you will need to enter your name and email address to get the results of the survey.
  - Save the information about the type of changemaker you are:
    - you will need the results to complete one of the questions in this assignment.

### ASSIGNMENT QUESTIONS

Answer the questions based on what you have learned from the video and by applying key concepts from the chapter(s) and GCE outcomes. Respond to questions in paragraph format, essay style. Each question should take no more than 1-2 pages, single spaced, leave a space between each paragraph. Use the headings provided to organize your work.

1. **Management, Stakeholders & Ethics** - On page 65 in the text book there is an image that depicts Managements Relationship with Stakeholders:
  - a. With reference to the stakeholders represented in that image, what ethical dilemmas does the Story of Stuff present, discuss
  - b. Then, discuss how this applies to GCE #4
2. **Ethics in Practice** - Using one of the companies from the website below, identify a company that you think best represents GCE #6: <https://growensemble.com/socially-responsible-companies/>
  - a. First, discuss how the company you chose demonstrates social responsibility initiative at the local, national or global level, chose a specific initiative that they undertake, discuss stakeholders involved and how it relates to philanthropy & Carroll's Pyramid.
  - b. Next, discuss how the company you chose is one that will help you personally, with advancing your business skills via social responsibility initiative at the local, national or global level.
3. **Reflection on Ethics** – Finally, discuss how this assignment has helped you to identify your roles and responsibilities as a global citizen in personal and professional life. To guide your response, discuss:
  - a. What you have learned regarding how to recognize ethical organizations, remember to connect this to GCE #1
  - b. Conclude by discussing what your individual approach to ethics is, again, remember to connect this to GCE #1; in your response, also include how the results of the changemaker quiz impact your ability to be a proactive global citizen as well.

**WHEN YOU ARE DONE, CHECK:**

- that you have answered all the questions
- that you have used APA in-text citations per sentence where you have used facts, ideas, concepts, quotes or paraphrased information.
- that you have included a complete APA reference list, on its own page at the end of your assignment
- for any spelling or grammatical errors; be sure that what you have written makes sense and is clear.
- that you have used headings for each question & document presentation looks professional
- in total there should be a minimum of 3 to a maximum of 6 pages of content; the APA reference list will be an additional page.

**SUBMISSION:**

1. **Create a cover page** – *to do this: go to the first page of your document, select the insert tab and click on Cover Page, then choose one of the templates.* On the cover page include your first and last name, student number, date submitted, course code, and professor's name
2. **Save your MS word document as a PDF file** – *to do this: go to save as and select PDF.*
3. **Submit your PDF file to the drop box in e.centennial** – *to do this: go to your course shell, select Assessments, then Assignment, then click on the drop box for the Business Ethics & GCE assignment to submit*
4. **Due: Saturday of Week 8 by 11:59 pm**

**Additional Resources** - *In addition to our college library resources on APA & Centre for Academic English for writing, you may find the below resources useful as well; each have excellent examples that are very easy to follow or useful information that will help:*

- **APA Citation Guide**, Columbia College:  
<https://columbiacollege-ca.libguides.com/apa>
- **ESL Writing Lab**, Owl Purdue:  
[https://owl.purdue.edu/owl/english\\_as\\_a\\_second\\_language/esl\\_instructors\\_tutors/esl\\_instructors\\_and\\_students.html](https://owl.purdue.edu/owl/english_as_a_second_language/esl_instructors_tutors/esl_instructors_and_students.html)
- **Confused or worried about plagiarising?** Read this article that has great tips to help ensure that plagiarism in writing is avoided:  
<https://plagiarism.org/article/preventing-plagiarism-when-writing>

**\*Remember, if you need anything clarified while you are working on this assignment, contact your professor via email.**