

# Ethics in Business

**Media Type:** Video  
**Duration:** 37 minutes

**Goal:** To define ethics, illustrate ethical issues in business and provide guidelines of making ethical decisions.

**Description:** Ethics are important in all types of businesses. This presentation provides the definition of ethics, discusses current ethical issues in today's business world, explains social responsibilities of businesses and provides guidelines for making ethical decisions. Experts from various organizations share real-world experience and provide advice to conduct business ethically.

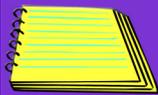
## Objectives:

1. To define ethics.
2. To illustrate contemporary issues of business ethics.
3. To explain social responsibilities of businesses.
4. To learn the skills of making ethical decisions.

## Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Math	<i>Logical Skills</i>	reasoning; patterns; problem solving
Language Arts	<i>Application of Writing Skills</i>	informative writing; organizing logical arguments; brainstorming; enhancing grammatical mechanics; vocabulary enhancement
	<i>Analysis of Text, Literature, and Information</i>	developing listening and comprehension skills, creating visual representations
	<i>Technology Applications in Literature</i>	utilizing document and presentation processing software
Social Studies	<i>Impacts of History, Government, and Economics</i>	describe cause/effect relationships
Science	<i>Scientific Thinking and Investigating</i>	critical thinking; real-world investigations and applications; evaluating conclusions

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## Lesson Plan

Hand out or have students access the *Action Plan*. The *Action Plan* provides a list of tasks for students to perform to complete the lesson.

**Class 1:** Begin the class by distributing the *Vocabulary Handout* and the *Worksheet* for students to use as reference materials. Show the *Introduction to Business Ethics* segment of the presentation. Students should complete the corresponding *Assessment*. Complete the *Ethics Role Play Activity*. Provide students with instructions for the *Code of Ethics Project* and *Laws & Regulations Project*. Allow students to choose one *Project* to work on at home. Inform students their *Project* is due by the end of Class 6.



7 min.

**Class 2:** Remind students to use the *Vocabulary Handout* and the *Worksheet* as references. Show the *Unethical Behaviors in Business* segment. Students should complete the corresponding *Assessment*. Instruct students to begin the *Unethical Case Study Project*.



8 min.

**Class 3:** Remind students to use the *Vocabulary Handout* and *Worksheet* as references. Show the *Ethical Dilemmas in Business* segment. Students should complete the corresponding *Assessment*. Instruct students to complete the *Ethical Dilemma Activity*. Allow time for students to work on their *Projects*.



6 min.

**Class 4:** Remind students to use the *Vocabulary Handout* and the *Worksheet* as references. Show the *Business & Social Responsibility* segment. Students should complete the corresponding *Assessment*. Instruct students to complete the *Business Social Responsibility Activity*. Allow time for students to work on their *Projects*. Assign the *What Does Integrity Mean to You Activity* as homework to turn in next class.



8 min.

**Class 5:** Remind students to use the *Vocabulary Handout* and the *Worksheet* as references. Show the *Making Ethical Decisions* segment. Students should complete the corresponding *Assessment*. Allow time for students to work on their *Projects*.



8 min.

**Class 6:** Distribute the *Ethics in Business Final Assessment* for students to complete. Ask students to turn in the *Code of Ethics Project* or *Laws & Regulations Project*. Facilitate a class discussion regarding students' findings for the *Unethical Case Study Project*. Students should turn in their *Activities* before the end of class.



## Career & Technical Student Organizations

### BPA

- Management, Marketing & Human Resource Workplace Skills
- Legal Office Procedures
- Entrepreneurship

### DECA

- Principles of Business Management and Administration
- Business Law and Ethics Team Decision
- Community Service Project
- International Business Plan

### FBLA

- Business Communication
- Community Service Project
- Business Ethics
- Management Decision Making



## Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50067 Bryan Mudd, News Anchor, KAMC-TV, Lubbock, Texas
- iCEV50337 Delbert McDougal, McDougal. Co.
- iCEV50553 Kerri Harris, Ph.D., President & CEO, International House Appliance

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## Lab Activity

### Business Social Responsibility

#### Directions:

Student will be given a role as a committee member of a business, such as a restaurant or local flower shop. Ask students to write a proposal of possible activities the business can do to fulfill its social responsibilities. Ask them to consider business social responsibilities such as community involvement, environmental protection, interest of affiliated parties, etc.

### Ethical Dilemma

#### Directions:

Divide students into groups of four to five. Ask each student to write down a real-life ethical dilemma. They may write dilemmas they have experienced personally or those their friends or family may have experienced. Make sure they do not put their names on the paper. Instruct students to put the cases together and hand them to the group to their left. As a group, students will discuss the solution of the ethical dilemmas.

### Ethics Role Play

#### Directions:

Divide students into pairs. Using the *Ethics Role Play Teacher Instruction Sheet*, assign each pair a scenario. Ask students to take turns in role play. One student will suggest an unethical behavior and another will try to make an ethical decision. Ask student volunteers to share their experience of making ethical decisions.

### What Does Integrity Mean to You?

#### Directions:

In the space provided, students will define, in their own words, the term integrity. Student should explain why integrity is important and how does poor integrity can affect the view others have of them?



## Project

### Code of Ethics

#### Directions:

Students will choose a particular industry they would like to be a part of in the future and pretend to be an entrepreneur for the chosen industry. Ask students to write a code of ethics for the company. Ask them to consider quality of the products, service, fairness of the policies, safety of the work environment, interests of the affiliated parties and other social responsibilities of the company.

### Laws & Regulations

#### Directions:

Students will choose a particular industry they would like be a part of in the future. Ask students to conduct research of important laws and regulations in the industry. Students will write a 1,000-word report discussing their findings.

### Unethical Case Study

#### Directions:

Students will use the library or the Internet to find a contemporary business case of unethical conduct. Ask students to present the case for approval before they start researching further. Students will write an essay based on the information found. If time allows, have students share their findings through a class discussion.