

SOCIAL RESPONSIBILITY AND ETHICS UNIT

**Course**

Intro to Business and Marketing

**Objectives**

* Explain the concept of social responsibility as a component of business
* Understand what is meant by business ethics
* Identify the types of ethical concerns that arise in the business world
* Discuss the factors that affect the level of ethical behavior in organizations
* Examine codes of conduct and their role in adhering to social responsibility and ethical behavior

**TN State CTE Standards – Social Responsibility and Ethics**

23) Research the concept of social responsibility and ethics as important components in business. Develop a hypothesis for why businesses must increasingly consider their impact on society when making decisions. Then, attend a local business-sponsored community service event or explore case studies illustrating the social responsibilities of today’s businesses. Write a reflection paper summarizing observations; specifically, evaluate how businesses benefit from engaging in responsible business practices, including benefits to the community, the environment, the marketplace, and the business/workplace itself.

**Essential Questions**

* Why should companies be concerned with social responsibility?
* Why might all types of businesses be interested in using their resources responsibly?
* Why is it important for businesses to be proactive about ethical practices?
* What role does business ethics play in workplace safety and fairness? Product safety? For consumers?
* How can having a code of conduct impact a company’s decision making to be socially responsible and ethical?

**Duration**

(3) weeks

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| **ACTIVITIES** |
| **Assignment** | **Due****Date** | **Date Completed** | **Grade** |
| Social Responsibility and Ethics PowerPoint |  |  |  |
| Glossary: Social Responsibility and Ethics |  |  |  |
| Reading: *It’s All of Our Business* |  |  |  |
| Activity: Ethics are Important |  |  |  |
| Activity: Match the Terms |  |  |  |
| Reading: *Just Do It, But Ethically, Please* |  |  |  |
| Activity: Ethics Poll Questionnaire |  |  |  |
| Activity: Code of Conduct Role Play |  |  |  |
| Activity: Nike Code of Ethics |  |  |  |
| Activity: Your Own “Code of Conduct” |  |  |  |
| Case Study: Theo Chocolates Makes a Sweet Difference |  |  |  |
| DECA Connection Role Play—Business Ethics |  |  |  |
| Unit Exam: Social Responsibility and Ethics |  |  |  |

**\* All activities and PowerPoint are located on bkavass.weebly.com under Intro to Business and Marketing \***