



**London
South Bank**
University

Module Guide

Business Ethics Today: Social and Legal
Foundation

BBM_5_BET

Business School
Level 5

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1. [MODULE DETAILS](#)

Module Title:	Business Ethics Today: Social and Legal
Module Level:	5
Module Reference Number:	BBM_5_BET
Credit Value:	20
Student Study Hours:	200
Contact Hours:	60
Private Study Hours:	140
Pre-requisite Learning (If applicable):	None
Co-requisite Modules (If applicable):	None
Year and Semester	2019-2020 Semester 1
MC Contact Details (Tel, Email, Room):	Palmern7@lsbu.ac.uk
Module Leader:	Natalie Palmer palmern7@lsbu.ac.uk
Teaching Team & Contact Details:	Anastasia Marinopoulou marinoa2@lsbu.ac.uk
(If Applicable):	Francis Babayemi babayef3@lsbu.ac.uk
	Shameem Shaffi shameems@lsbu.ac.uk
	-Salem Bekele Bekeles3@lsbu.ac.uk
Subject Area:	Business
Summary of Assessment Method:	100% Coursework
External Examiner appointed for module:	Helen Connies-Laing

2. [SHORT DESCRIPTION](#)

This module will investigate the relationship between law and ethics; identifying areas of controversy where ethical issues surface. To achieve this, students will be introduced to fundamental principles of ethics and ethical reasoning, so that they can debate ethical and legal issues and dilemmas. Students will analyse the fundamental role of law & government in the business environment, identifying the cultural, economic and political forces, that impact on the process and evolution of business legislation. Finally, students will study how corporations are responding to ethical, environmental and legal concerns through the integration of Corporate Social Responsibility (CSR) and Business Strategy.

3. [AIMS OF THE MODULE](#)

“Law concerns what we must do, ethics concerns what we should do” (Halbert & Ingjulli 2008).

The module aims to develop a critical understanding of the relationship between law and ethics in Business by introducing students to the function of government, and the complex ethical issues involved in business and marketing decisions. A major theme of debate and discussion running through this module will focus on areas where legal processes are insufficient and ethical concerns become a priority.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

- A1: Appreciate of the role of government and business law in moderating societal, business and diverse stakeholder needs
- A2: Have knowledge of the key legislation governing Business and Marketing and its relationship with ethics in a changing cultural, economic and political environment;
- A3: Understand the principles of ethical theory and what a dilemma is
- A4: Understand how to apply ethical theory to moral dilemmas in Business and Marketing;
- A5: Understand the role of the Triple Bottom Line and CSR as a fundamental part of Corporate Strategy.

4.2 Intellectual Skills

- B1: Debate various legal and ethical dilemmas
- B2: Develop skills associated with critical reasoning and analysis of legal and ethical problems in business.

4.3 Practical Skills

- C1: Research legal and ethical issues.

4.4 Transferable Skills

- D1: Communicate both orally & in writing;
- D2: Think independently & critically.

5. ASSESSMENT OF THE MODULE

Minimum Pass Mark: 460%

Formative Assessment:

For both pieces of summative assessment, students will be given an opportunity to debate and, present work in progress for feedback and development. For the report, students will be encouraged to submit a work plan, report structure and key content description for formative feedback.

Summative Assessment:

This module will be 100% Coursework assessed - consisting of two assessments:

1. **A presentation of 20-minute to evaluate the CSR programme of a chosen company. Students will work in a team to prepare for this assessment but will present individually and will be individually assessed. (40%)**

Students are expected to choose an organization of their choice and present an evaluation of its CSR (Corporate Social Responsibility) programme.

2. **Essay 2,500 words (+/-10%) Evaluate the extent to which industry needs further regulation (60%)**

Students will be guided to choose a sector/industry and an area of regulation to focus on.

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6. [FEEDBACK](#)

Feedback will normally be given to students 15 working days after the final submission of an assignment or as advised by their module leader.

General feedback, applying to all students, will also be placed on the module VLE site within 15 working days

7. [INTRODUCTION TO STUDYING THE MODULE](#)

7.1 Overview of the Main Content

- Business Ethics and Corporate Social Responsibility
- Ethical Theories and Issues
- Business Ethics, Law and Regulation
- Privacy
- Ethical Philosophy, Ethical Dilemmas in Business & Marketing
- Business Ethics and Future perspectives
- Business Ethics and Global Challenges

7.2 Overview of Types of Classes

Each week will consist of an integrated four-hour session with the following components:

- **2-hour lecture**

- **2-hour seminar/workshop**

Seminar based learning which is supported using VLE and include practical examples, case study analysis of past and current issues. Student led seminars on a range of corporate social responsibility, ethical theories and issues and regulations with opportunities for discussions and debates to develop critical thinking skills.

7.3 Importance of Student Self-Managed Learning Time

Student responsibility in the learning and development process will be emphasized. Students are required to undertake directed self-study and prepare solutions/discussions to questions relative to various topic areas. Students will be encouraged to identify for themselves problems of difficulty and to use seminar discussions, where appropriate, for the resolution of these. Students must regularly access the Moodle site for this module. They should download the class/lecture material from the Moodle site, and do the recommended reading, before each lecture/class.

Where appropriate, students are also expected to download the relevant seminar questions and study them in advance of each seminar, to derive maximum benefit from seminar time. The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

7.4 Employability

Employability skills are embedded and developed within the teaching & learning of this module. The practical skills of debating, critical reasoning of complex issues and communication skills will provide fundamental practical and intellectual skills to help differentiate the student in the market place. These skills are essential for contemporary business challenges.

8. [THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT](#)

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SEMESTER 1 THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT		
WEEK BEGINNING 23/09/2019- WEEK ENDING 13/12/2019		
WEEK	TOPIC	READING (CORE TEXT)
1 24th Sept	Lecture: ASSESSMENT CRITERIA Introduction to business ethics and law, Individual & Consumer ethics, the relationship between ethics and law. Seminar: Applying business ethics in different organizational context Group work: Find definitions of Ethics, Debate what is 'Ethically Right and Wrong?'	Crane & Matten ch. 1 O.C Ferrell, Fraedrich and L. Ferrell ch. 1
2 1st Oct	Lecture: Ethical Philosophy, Corporate Culture, Consumer Protection Ethical Dilemmas in Business & Marketing Seminar: Triple Bottom Line and CSR Advertising and marketing Case Study	O.C Ferrell, Fraedrich and L. Ferrell ch. 3
3 8th Oct	Lecture: Introduction to corporate social responsibility and limitations of CSR frameworks, Carroll's pyramid of corporate social responsibilities Interactive: Examples of CSR Programmes i.e. McDonalds, Primark, Tesco Seminar: LAPTOPS REQUIRED! Group work: Setting up groups and preparation for the individual CSR presentation Assessment, Research into different Businesses' CSR Programmes.	Crane & Matten ch. 2 O.C Ferrell, Fraedrich and Blowfield & Murray ch. 1 O.C Ferrell, Fraedrich and L. Ferrell ch. 2
4 15th Oct	Lecture: Stakeholders, Stakeholder Theory and Corporate Governance and citizenship, Companies Act Seminar: Case study, Explore the role of corporate governance in structuring ethics and social responsibility. Debate/Discussion, Presentation Assessment.	Blowfield & Murray ch. 7 Crane & Matten ch. 6 O.C Ferrell, Fraedrich and L. Ferrell ch. 2 Janet Morrison ch. 8
5 22nd Oct	Lecture: Sustainability & Human Rights, Industry Standards and self-regulation, Seminar: Investigate business responses to sustainability and the challenges Debate on how business ethics affects/ plays a role in Human rights Current issues encountered at International, National, Business and Consumer levels	Blowfield & Murray ch. 3 and 5 O.C Ferrell, Fraedrich and L. Ferrell ch. 10 and ch. 12 Crane & Matten ch. 1, 5, 8, 9, 10 and 11 Janet Morrison ch. 10
6 29th Oct	Lecture: Business Ethics, Law and Regulation Intro to the legal process, Basic Legal Frameworks and terminology, Specific Legislation for specialist functions such as: Marketing, HRM or Finance (to be contextualized as appropriate when delivered to students on specialist courses such as BA Marketing) Seminar: Relating legal framework to common Law and CSR Reflect on the industry they would like to focus on for CSR Presentation Assessment Preparation.	Crane & Matten ch. 11 Halbert & Ingulli ch. 1 Janet Morrison ch. 4
ASSESSMENT INDIVIDUAL CSR PRESENTATION SEMINARS WEEKS 7-8 (6th-15th November 2019)		
7 5th Nov	Lecture: Ethics in the workplace and Global Challenges Consumer Law e.g. Discrimination, Diversity, Speaking up/Whistleblowing, Recruitment, Motivation and Retention Seminar: Individual CSR presentation	Velasquez, M. G., (2012) Business Ethics Concepts & Cases (7th Edition). Pearson.

8 12th Nov	Lecture: Marketing, Commercial Law e.g. Supply Chain & Distribution, Corruption: UK Bribery Act, Foreign Corrupt Practices , Diversity, Cultural Sensitivity, Cultural Relativism Seminar: Individual CSR presentation	Velasquez, M. G., (2012) Business Ethics Concepts & Cases (7th Edition). Pearson.
	WEEK 8 - ASSESSMENT 1 DEADLINE INDIVIDUAL CSR PRESENTATION: 15TH NOVEMBER 2019, 17:00PM, ONLINE VLE SUBMISSION	
9 19th Nov	Lecture: Blood Diamond Supply Chain & Distribution, Ethics & Corruption: UK Bribery Act, Foreign Corrupt Practices Seminar: Assignment preparation.	Velasquez, M. G., (2012) Business Ethics Concepts & Cases (7th Edition). Pearson.
10 26th Nov	Lecture: Ethics , Technology & Digital Marketing Privacy, Defamation & EU law Seminar: Case study questions, Discussion/Debate on Laws that currently protect customers within different industries, countries; any other current issues. Activity/Discussion: Case study questions & Introduction to Assignment 2	Velasquez, M. G., (2012) Business Ethics Concepts & Cases (7th Edition). Pearson.
11 3rd Dec	Lecture: Misuse of Market Power & Unethical Selling Practices Seminar: Case Study questions and examples of issues currently faced. consultations regarding the final assignment	Velasquez, M. G., (2012) Business Ethics Concepts & Cases (7th Edition). Pearson.
12 10th Dec	Lecture: Ethics Vs Copyrights Intellectual Property Law e.g. Copyright law, VS Law of Trademarks Seminar: Assignment preparation.	Velasquez, M. G., (2012) Business Ethics Concepts & Cases (7th Edition). Pearson.
	WEEK 12- ASSESSMENT 2 DEADLINE ETHICS AND REGULATION INDIVIDUAL ASSIGNMENT: 13TH DEC 2019, 17:00PM, ONLINE SUBMISSION	

9. STUDENT EVALUATION

Students expressed satisfaction with the quality of teaching and learning of this module and were certainly satisfied with the teaching team for the help and support they provided to the students on the module. Most students valued the academic skills and preparation this module provided them with for success at university and beyond.

10. LEARNING RESOURCES

Reading List

<https://lsbu.rl.talis.com/lists/ACC2860E-FD75-73E8-206B-E85D8F945981.html>

Core Reading: Ethics & CSR

Crane, A. and Matten, D. (2010) *Business Ethics, Managing Corporate Citizenship and Sustainability in the Age of Globalisation*. Oxford University Press.

Blowfield, M & Murray, A. (2014) *Corporate Responsibility a critical introduction*. Oxford University Press.

Ferrell, O.C, Fraedrich and Ferrell, L. (2017) *Business Ethics: Ethical Decision Making & Cases*, (11th Edition). Cengage Learning

Jonathan Herring (2017) "*Business ethics*" in *Legal Ethics*

Law

Halbert, T. & Ingulli E. (2011) *Law & Ethics in the Business Environment*. (9th Edition). Cengage Learning.

Adams, A. (2016) *Law for Business Students*, 9th Edition, Pearson Publishers.

Kolah, A. (2013) *Essential Law for Marketers*, 2nd Edition, Butterworth Heinemann

Recommended resources:

Marianne Jennings., *Business Ethics Case Studies and Selected Readings* (9th Edition) Cengage Learning

Velasquez, M. G., (2012) *Business Ethics Concepts & Cases* (7th Edition). Pearson.

Morrison, J. (2015) *Business ethics: new challenges in a globalized world*. Basingstoke: Palgrave Macmillan

Cannon, T. (2012) *Corporate Responsibility Governance, compliance and ethics in a sustainable environment* (2nd Edition). Pearson

Smith, A.T. H., (2013) Glanville Williams: *Learning the Law* (15th Edition).

Sweet & Maxwell McLeod, I. (2013) *Legal Method* (9th Edition). Palgrave Macmillan

Adkins, S., (2004) *Who Cares Wins*. London: Business in the Community.

Carroll, A. B., (1991) *The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholder, Business Horizons*, 34, p.39–48.

Drucker, P. F., (1981) 'What is Business Ethics?' *The Public Interest*, (No 63), pp. 18-36.

Hoffman, M.W. Friederick, F. E. and Schwartz, S.S, (2014) *Business Ethics: Readings and Cases in Corporate Morality*. Wiley & Son

Robinson, S. and Dowson, P. (2012) *Business Ethics in Practice*. Chartered Institute of Personnel and Development.

Marketing Ethics

Arnold, C. (2009) *Ethical Marketing & the New Consumer, Marketing in the New Ethical Economy*. John Wiley & Sons

Baker, M. (2009) *Marketing Responsibly – Addressing the Ethical Challenges*. London: Institute of Business Ethics.

Grant, J., (2007) *The Green Marketing Manifesto*. Chichester: John Wiley & Sons;

Murphy, P. E. and Laczniaik, G. R., (2006) *Marketing Ethics Cases and Readings*. New Jersey: Pearson.

Murphy, P. E. and Sherry, J. F. (2014) *Marketing & the Common Good*, Routledge

Marketing and Business Law:

Gillies P. and Selvadurai N. (2008) *Marketing Law*. Sydney: Federation Press

Kolah, A. (2013) *Essential Law for Marketers*. 2nd Edition. Butterworth Heinemann.

Smith, S. (2012) *Legally Branded*. Azrights Media Ltd

Tweed, P. (2012) *The Privacy and Libel Law: The Clash with Press Freedom* Bloomsbury

Willson, L. (2001) *The Advertising Law Guide*. Allworth Press.

Which R., and Bailey, D. (2012) *Competition Law*. 7th Edition. OUP Oxford

E-Resources:

- The Eldis organisation: <http://www.eldis.org/go/topics/resource-guides/corporate-responsibility>
- The Markkula Applied Ethics Center <http://www.scu.edu/ethics/>
- The Business & Human Rights Resource Centre <http://www.business->

- humanrights.org/
- Ethics Resource Center (ERC). <http://www.ethics.org/>
- BELL: The Business Ethics Links Library. <http://libnet.colorado.edu/Bell/>
- Institute of Business Ethics www.ibe.org.uk/
- Business in the Community www.bitc.org.uk/
- San Diego State University <http://ethics.sandiego.edu/>
- Business Ethics. <http://www.web-miner.com/busethics.htm>
- Advertising Standards Authority www.asa.org.uk
- Committee of Advertising Practice www.cap.org.uk
- Broadcast Advertising Clearance Centre www.bacc.org.uk
- Radio Advertising Bureau www.rab.co.uk
- Press Complaints Commission www.pcc.org.uk
- Marketing Law www.marketinglaw.co.uk Recent Acts of Parliament www.hmsso.gov.uk/acts

Journals

Assorted articles from: *Business Matters Ethical Corporation*
 Ethical World Globethics.net Guardian *Ethical Business*
Institute of Business Ethics International Business Ethics Review Journal of
 Business Ethics

LIBRARY AND LEARNING RESOURCES (LLR)

Library webpage: <https://libguides.lsbu.ac.uk/subjects><https://libguides.lsbu.ac.uk/subjects>

On every subject guide, you can search for books and e-books, journal articles and industry reports;

Get help about Harvard referencing and how to avoid plagiarism; contact us for training and 1:1 support

Electronic resources are available 24/7 and are accessible from home.

Library support for students: You are encouraged to book additional workshops to learn how to find research materials and reference them: MyLSBU > Library > Events and Workshops

Visit the drop-in Research Help Desk located on Level 3 Bridge in the Perry Library (open Monday-Friday 11:00-16:00 term time).

If you would like further help, please contact the Information Skills Librarian at: LLRbus@lsbu.ac.uk

Students IT support and training

Students can contact LRC for IT issues such as LSBU account, printing, and accessing wifi network: LLRithelpdesk@lsbu.ac.uk

IT workshops can be booked via MyLSBU > Library > Events and Workshops.

If you need further help in using a particular software (e.g. Excel or SPSS) or application, please contact IT and Digital Skills Training team: digitalskills@lsbu.ac.uk

Self-learning materials on LinkedIn Learning

LSBU has subscribed to video platform called LinkedInLearning.com. It has 4000+ video courses in different business and technology subjects including social media, project management and Excel applications.

How to sign up: go to <https://www.LinkedIn.com> and click "Sign In". Click 'Sign in with your organization portal', and type lsbu.ac.uk. Continue. Follow the steps to enter your LSBU logins.

NOTES

Regulations against Plagiarism

Plagiarism means presenting another person's work as your own. Some examples of it are:
The inclusion in a student's assignment of more than a single phrase from another person's work without the use of quotation marks and due acknowledgement of the source.

The summarising of another's work by simply changing a few words or altering the order of presentation, without proper acknowledgement.

The use of the ideas or intellectual data of another person without acknowledgement of the source or the submission or presentation of work as if it were the student's, when in fact they are substantially the ideas or intellectual data of another person.

Copying the work of another person (be it a co-student or any other source).

Students are rightly expected to draw upon other people's ideas but in an appropriate manner. Students will certainly use books and journals to assist with their studies and in students may have access to other people's work on computer disk or over a computer network. When undertaking coursework assignments they may legitimately make reference to publication made by others.

However, other people's work must be used in a principled way, with due acknowledgement of authorship. Students, in acknowledgement of the work of others must use a recognised standard and for business students this is the Harvard system of referencing.

For guidance on copyright refer to
<http://www.lsbu.ac.uk/library/html/Studentcopyright.shtml>

For guidance on plagiarism refer to:
<http://www.lsbu.ac.uk/library/html/documents/HS4Plagiarism2012.pdf>

The consequences of plagiarism are extremely serious. In cases of plagiarism and other forms of cheating, University regulations will be strictly applied. Penalties may include failure in the module, without the right to be reassessed, or even termination of studies. This should be borne in mind at all times and especially when completing their assignments.

Submission Details

To assist in ensuring you have referenced properly Turnitin should be used to submit all case study reports. Go to the assignments link on the Moodle site and choose the assignment you are addressing Upload your assignment. Upload your material for the reference check here. Make sure your student number is at the beginning of the material. You will also need to print off a copy of the final Turnitin report for submission with your case study report. Do not make the mistake of submitting the receipt. The version you need to print off is the one with the numbers in the boxes showing matches. Grades will not be awarded without submission to [Turnitin](#).

You can find more information on the use of turnitin at the LTEU Moodle site which discusses accurate referencing and avoiding plagiarism. You can get instructions on uploading material to Turnitin through Moodle at
<http://www.lsbu.ac.uk/osdt/materials/turnitinguides/origstud.pdf>
Coursework must be conducted within the deadlines.
Do note that Course material and order of delivery can be subject to change.

11. [ASSESSMENT OF THE MODULE](#)

Formative Assessment:

For both pieces of summative assessment students will be given the opportunity to debate and present work in progress for feedback and development in the seminar.

Summative Assessment:

This module will be 100% Coursework assessed - consisting of two assessments:

10. **COURSEWORK INSTRUCTIONS**

This module will be 100% Coursework assessed. This will consist of two assessments: Presentation (40%) and Individual (60%) work. Please see explanation of each in the sections below.

10.1 **Presentation Submission Instructions (40%)**

Summative Assessment: *Individual presentations will take place in seminar sessions between Weeks 7 and 8 (6th -15th November 2019)*

Full Individual Presentations should be submitted on the VLE before or on the 15th November 2019 17:00pm

Corporate Social Responsibility presentations will take place in seminar sessions. Each team member is required to select ONE task and present their findings using PowerPoint.

CSR Presentation Instruction

- **For the purposes of this assignment, you will form teams of 4 students in your seminar.**
- **You will select one Organisation**
- **Each member of the team must select one task from the content guideline**
- **As a team you will present your findings to the seminar tutor in 20 minutes presentation (each with a 5 mins slot) however individually marked according to the task you are responsible for against a marking rubric.**

Content Guidelines

You work for a company of independent Financial Advisers specializing in ethical investment. You provide a service advising clients who wish to make investments that are environmentally and socially responsible to business that you have researched and considered as being a viable investment.

Your client needs to be sure that the money they are investing as a stakeholder is going to a business that has a proven record of ethical trading and social responsibility. Therefore, before any decisions are made your client has asked you to research one Organization and provide information in a presentation Microsoft PowerPoint on the following points:

Choose a company that operates in the UK. The company that you select should have a stated corporate responsibility program and a code of ethical behaviour. You will be applying various theoretical perspectives on corporate social responsibility to evaluate the company's CSR programme with supporting examples.

Assignment 1: Analysing Responsible Corporate Behaviour

The aim of this assignment is for you to assess the corporate behaviour of a chosen company against the following criteria:

- Corporate Image**
- Outside Rankings, Industry Bodies, News Commentary**
- Government Regulation, Compliance and Reporting**
- Evaluation of CSR activities**

Students will submit a 20 minute digital presentation using Power Point

Content Guidelines

1: Corporate Image

Starting with the company web site explore its CSR program, activities and its approach to stakeholders

1. What are the key industry issues that need to be addressed by a CSR program?
2. What does the company's Web site say about its commitment to social responsibility and ethical behaviour? What specific activities is it involved in?
3. Does the company have a stated set of values or an ethical code of conduct?
4. Who are the key stakeholders that the company works with in their CSR program? Why are they important?
5. Do they work according to a shareholder or stakeholder orientation?

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2: Outside Rankings, Industry Bodies, News Commentary

Explore industry bodies that regulate or rank or promote companies in this industry.

1. Is the company listed on any outside rankings lists? If so, how does it [rankgraded](#)?
2. What awards or recognition have been received by the company?
3. What is the company's relationship with industry bodies and respected non-governmental organisations? (NGO's)
4. If so, does it seem to follow the GRI (Global Reporting Initiative) standards?
5. Has the company had positive/negative news coverage regarding its CSR activities?

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4. 3: Government Regulation, Compliance and Reporting

1. How does relevant government legislation affect the company?
2. Does the company have a good record of upholding the law? Does it have any violations or fines?
3. Is there evidence that the company has clear compliance management procedures to enable it to abide by the law and industry regulations?
4. How is its code of conduct managed and executed?
5. How well does it communicate its CSR program?

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Section 4: Evaluation of CSR activities

1. How far can the company be commended for its CSR efforts?
2. Give examples of genuine efforts and highlight those that go beyond compliance with the law and regulations to reflect that the company has a proactive and systematic approach.
3. If there are shortcomings in the company's activities give specific examples.
4. Discuss how the company has addressed and resolved prior problems.
5. What more should the company do to honour its stated legal and ethical responsibilities?

Presentation Indicative Marking Rubrics

Student ID numbers	Presentation Task (Please indicate)											
Criteria	0	1	2	3	4	5	6	7	8	9	10	Feedback
<p>1. Clear logical structure</p> <ul style="list-style-type: none"> Effectively constructed; the PPT is defined and the structure is logical from beginning to end No/little formatting or spelling errors. Includes accurate Harvard references, both in-text and a list of references at the end of the ppt. <p>(10%)</p>												
<p>2. Content</p> <ul style="list-style-type: none"> The material selected for presentation is appropriate to the topic. Demonstrates knowledge of the relevant CSR theories; evidence of application of CSR theories to the organization's CSR programme. A clear understanding of the material presented Points made reflect their relative importance well. The main conclusions of the presentation follow from the material presented <p>(10%)</p>												
<p>3. Research and Analysis</p> <ul style="list-style-type: none"> Has completed extensive research and synthesized it well. Shows good analytical and critical reasoning with clear well researched arguments. Demonstrates ability to consider and reflect on evaluation to provide understanding of the implications for the Organization. <p>(10%)</p>												
<p>4. Presentation skills</p> <ul style="list-style-type: none"> Speaker is within time limits. Speaks clearly and at an understandable pace Speaker maintains good eye contact with the audience and is appropriately animated (e.g., gestures, moving around, etc.). Visual aids are well prepared, informative, effective, and not distracting. Information was well communicated. <p>(10%)</p>												
Total Marks out of 40:												
1st marker name:												
Internal moderator's name & comments:												
External moderator's name & comments:												

10.1 Individual Presentation Submission Instructions (40%)

Extra guidance on your presentation:

- You will be in a team of 4 - each partner should present ONE task out of the four tasks in 5 mins slots. You will need to use a PowerPoint presentation.
- Your seminar tutor will allocate you a slot to present your PowerPoint in the seminar
- You will need to provide a bibliography of references in your individual presentation slides. You will need to use LSBU Harvard style referencing.
- Your presentation needs to show:
 1. Use logical arguments and conclusions.
 2. Demonstrate that you have researched relevant CSR theories and analyzed information using a range textbooks, academic articles and websites.
 3. You should proof read your PowerPoint checking for grammar and other mistakes etc.
 4. You can create and use graphics in your analysis using Excel or another tool.

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Guidance on submission on the VLE:

Deadlines:

- Individual presentations will take place in seminar sessions during Weeks 7 and 8 (6th -15th November 2019)
15th November 2019, 17:00PM Submission:
- Online through the VLE

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Where to find the submission portal:

- Available on the 'Assessment Submission' folder. You will see a link titled 'Individual Presentation' (the link will become live closer to the deadline)

What to upload:

One Microsoft PowerPoint file containing the following:

- Cover page including: student number, name/code of module, day/time of seminar group, name of seminar tutor
- Your presentation with notes
- A list of references at the end of the document indicating the academic sources you have used to support your answers

10.2 Assignment Submission Instructions (60%)

Summative Assessment: *Weeks 12 – Friday 13th December 2019 17:00pm*

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Ethics and Regulation Assignment Instruction

Assignment Essay style 2,500 words (+/-10%) Evaluate the extent to which industry needs further regulation.

Assignment Question: Evaluate the extent to which industry needs further regulation. Word limit: 2500

Submission date: *Week 12- Friday 13th December 2019 17:00*

Content Guidelines

It is apparent that a lack of regulation at a global level has been a factor in allowing certain industries greater scope to locate operations in places which are advantageous. Breaches are often tolerated in practice, and businesses might find it convenient simply to go along with local practices. In some situations, these practices are unethical as well as illegal.

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You are an independent consultant hired to write an essay on ONE of the sectors, from the list below:

- Advertising
- Fast food restaurants
- Social Media
- Retail clothing

Write an essay which undertakes an evaluation of the extent to which industry requires further regulation. Students may find the following guidance useful:

1. Select one Industry (Advertising, Fast food restaurants, Social Media, Retail clothing).
2. Discuss the context of this industry and identify TWO ethical issues faced (Give examples of companies to illustrate your point).
3. Analyze the TWO ethical issues that have been identified earlier, and suggest any changes drawing on ethical theories and perspectives (i.e Utilitarianism & Deontology)
4. Consider the challenges of globalization to the industry drawing on UK, European and International perspectives.
5. Discuss using THREE current industry regulations / legislations, (ONLY from those you have covered in the lectures), relating to this ethical issue.
6. Analyze the adequacy of the THREE industry regulation/legislations and arguments for further regulation.
7. Evaluate the limitations of THREE regulations/legislations to your ethical issue within the industry.
8. Make TWO recommendations for the challenges of the industry.

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1. Discuss the context of this industry and identify the ethical issue faced.
2. Discuss using no more than THREE current industry regulations, (ONLY from those you have covered in the lectures), relating to this ethical issue.
Analyse the ethical dilemmas and need for change arguing and drawing on ethical theories and perspectives to highlight a range of issues within the industry.
3. Consider the challenges of globalisation to the industry and the impact on regulation, (ONLY from those covered in the lectures) drawing on UK, European and international perspectives.
4. Analyse the adequacy of THREE industry self-regulation and arguments for further regulation.
6. Evaluate the limitations of THREE regulations to your ethical issue within the industry.
7. Make TWO recommendations for future challenges for the industry and implications on stakeholders.

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Essay Indicative Marking Rubrics

Student ID number		
Criteria	Marks	Feedback
1. Relevance <ul style="list-style-type: none"> Identification of the ethical issue and relevant industry context. 10% 		
2. Knowledge <ul style="list-style-type: none"> Demonstrating knowledge and understanding status of regulation and laws within the industry Knowledge of relevant material, showing clear grasp of ethical theories and perspective relevant to the ethical issue 10% 		
3. Analysis <ul style="list-style-type: none"> Analyze the ethical dilemmas within the industry relating to the ethical issue Debate the need for change within the industry and drawing on ethical theories and perspectives to analyze the different issues within the industry 10% 		
4. Argument and Structure <ul style="list-style-type: none"> Coherent and logically structured drawing on UK, European and Internal perspectives on the challenges of globalization to the industry and its impact on regulation/legislation and governance 10% 		
5. Evaluation, conclusion and recommendation <ul style="list-style-type: none"> Demonstrate the extent to which the industry requires further regulation/legislation by being critical on the limitations of regulations/legislations to the ethical issue Making relevant recommendations of the future challenges for the industry and implications on stakeholders. 10% 		
6. Presentation, written quality and referencing <ul style="list-style-type: none"> Well written, with standard spelling and grammar, in a readable style with acceptable format Good structure – Introduction, Background, Main Section, Conclusion and Recommendation. A range of academic sources. Harvard referenced with in text citation 10% 		
Total Marks out of 60:		
Internal moderator's name & comments:		
External moderator's name & comments:		

10.2 Individual Coursework Submission Instructions (60%)

Extra guidance on your essay:

1. You will select ONE industry from the list provided.
2. You will need to use Harvard style referencing (in-text citation) and provide a reference list
3. Use logical arguments and conclusions.
4. Demonstrate that you have researched relevant ethical theories laws and regulations citing a range textbooks, academic articles and websites.
5. You should proof-read your assignment checking for grammar and other mistakes etc.
6. Use a logical structure, with subheadings, 12-point font and double spacing.
7. Check you are meeting the requirements displayed in the rubric

Deadline:

- 13th December 2019, 17:00PM

Submission:

- Online through the VLE

Where to find the submission portal:

- Available on the 'Assessment Submission' folder. You will see a link titled 'Individual Coursework' (the link will become live closer to the deadline).

What to upload:

One Microsoft word file containing the following:

- Cover page including: student number, name/code of module, day/time of seminar group, name of seminar tutor
- Your assignment
- A list of references at the end of the document indicating the academic sources you have used to support your answers.

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