



THE TIMES 100

BUSINESS CASE STUDIES

Ethics lesson suggestions & activities (Primark)

Learning outcomes

Students should...

- Know what is meant by ethical business behaviour (AO1) and give examples of how business behaviour is affected by moral issues (AO2)
- Analyse the benefits and costs of behaving ethically (AO3)
- Evaluate the responses of businesses to the changing social environment and their motives for these responses (AO3/4)

Starter activities

- **Primark word search** of the key terms
- **Diamond 9** . students are given 9 diamond shaped cards displaying examples of ethical activities and behaviours. Individually they should arrange the cards into a larger diamond shape with those behaviours they consider to be most important at the top of the diamond and the ones they consider least important at the bottom of the diamond. When this has been completed individually, compare the responses of individual students. Use this to prompt discussion about ethical behaviour, in particular, how difficult it is to measure ethical behaviour because what is considered acceptable for one person may be considered morally wrong by another (*resource attached*).

Delivery ideas

- Use the **Ethics PowerPoint** to introduce the topic and apply theory in the context of a well known organisation . Primark.
- GCSE . students create a poster of ethical behaviour using the **Primark case study** for guidance. The poster should include examples of ethical behaviour as well as the costs and benefits to businesses of behaving ethically.
- AqLevel . using their knowledge of business ethics and the **Primark case study** for guidance, students should conduct a debate about ethical behaviour. One team argues that businesses have a responsibility to behave ethically and can benefit from ensuring their operations follow socially responsible principles i.e. they are taking a stakeholder view. The other team argues that businesses do not have a moral responsibility to all of their stakeholders, only to their shareholders . the shareholder view. This activity should develop analysis skills as students identify reasons and build arguments for and against ethical behaviour.
- **Ethics worksheet** (*resource attached*)



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Plenary activities

- Mini-plenary . **Mind the gap.** Students fill the gaps in the given text using the words provided (*resource attached*)
- **Washing line.** Set up a washing line along one wall of the classroom. At one end of the washing line peg a card with **strongly agree** written on it. The other end should have a **strongly disagree** card. If desired, **agree** **neither agree nor disagree** and **disagree** cards can also be pegged along the washing line in the relevant places.

Now present the students with a range of statements, one at a time. The students should then move to the relevant part of the washing line according to their beliefs. Statements may include:

- It is acceptable for businesses to behave ethically for PR purposes
- The benefits of behaving ethically outweigh the costs

Once in position, individual should be picked to explain why they have chosen that spot. This is good for kinaesthetic learners.

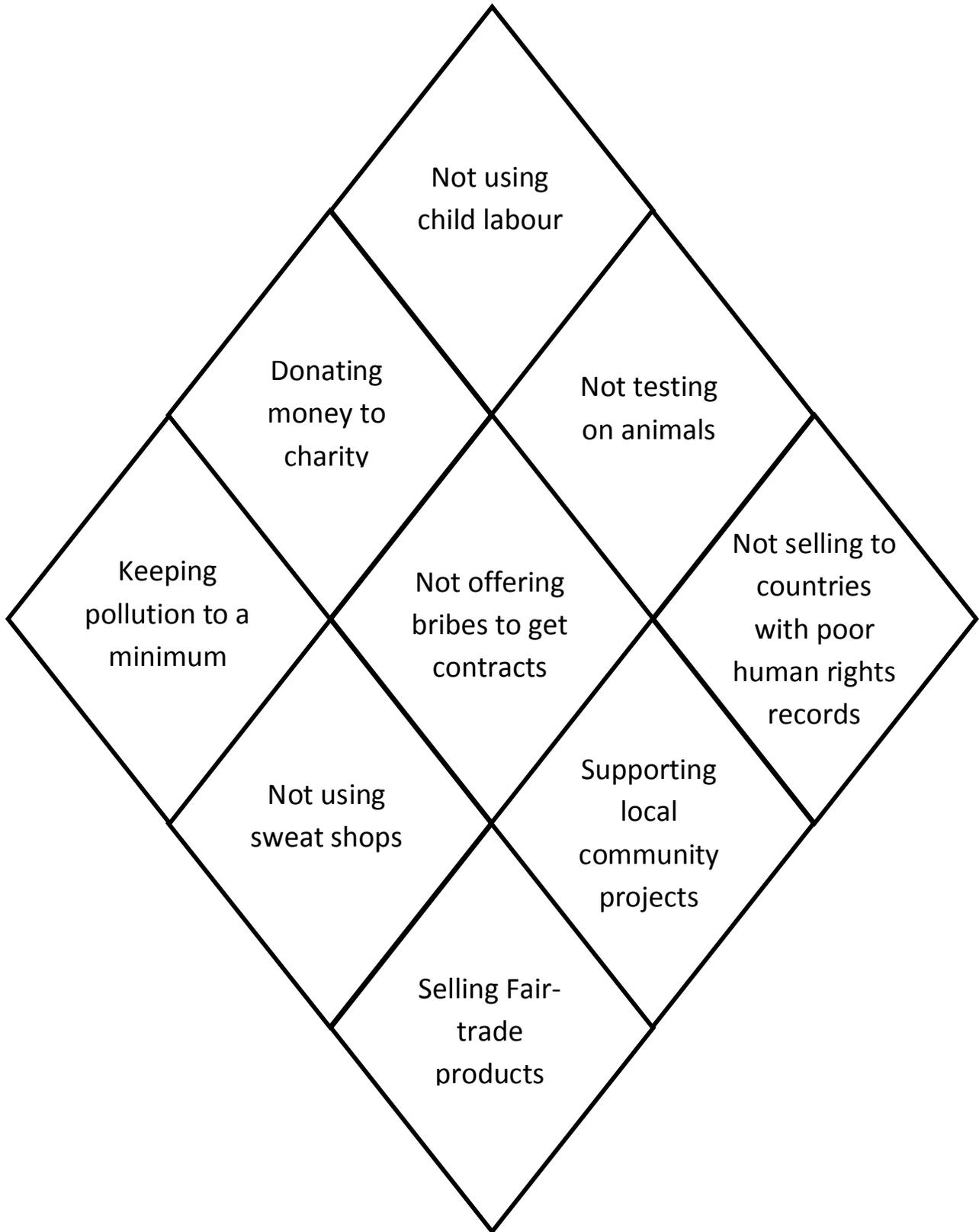
- **Primark crossword**



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Ethics Diamond 9





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Business ethics worksheet - Primark

What's in it for me?

I am learning...

- what is meant by ethical behaviour and how businesses behave ethically
- the costs and benefits of ethical behaviour

I am developing my skills as...

- a *creative thinker* by questioning my own and others' assumptions
- a *self manager* by working towards the completion of tasks, showing commitment and perseverance

Task 1

Read through the **Primark case study**. Use the glossaries to help you learn the relevant terms and definitions.

Task 2

GCSE Questions

1. Business ethics are rules of conduct, principles and patterns of behaviour in business dealings that involve ~~do~~ doing the _____ thing
2. Give examples of how Primark behaves ethically



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3. What is Primark's Code of Conduct?

'A'-Level Question

4. To what extent should organisations like Primark behave in an ethical manner?



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Mind the gap

stakeholders	audit	costs
social	employees	moral

Business ethics are the _____ principles which direct us to do the right thing. When making decisions, businesses must decide how they should act. Managers may make decisions that are right for their shareholders or ones that are right for all of their stakeholders. Corporate _____ responsibility (CSR) refers to the responsibilities that firms have to all of their _____ and the environment. Ethical behaviour can benefit firms by attracting more customers, high quality _____ and additional investors. However, behaving ethically can have its drawbacks. For instance, additional _____ may be incurred. An ethical _____ is a systematic check of the ethical behaviour of the organisation.