

1.9 & 1.10 Ethics, Sustainability, Globalisation

What is ethics?

- **Ethics**
 - Moral principles that govern a person's behaviour
- **Ethical Business Practice**
 - Doing the “right thing” regardless of how it affects the profit of the business
- **Think**
 - Does the concept of “right thing” vary from business to business?
 - Why?
- **Watch**
 - [Dilbert on Ethics...](#)

Ethics

- **Think**
 - Come up with examples of a businesses behaving in ethical manner
- **Watch**
 - [Amazon Workplace Culture](#)
 - [Apple - poor working conditions](#)
 - [Apple - Controversial Business Practices](#)

Corporate Social Responsibility

- **Corporate social responsibility (CSR)** refers to companies taking **responsibility** for their impact on society. It is a concept whereby enterprises integrate **social** and **environmental** concerns into their mainstream business operations on a voluntary basis
- **Watch**
 - [Difference Days](#)
 - [Nike - CSR](#)
- **Think**
 - Why do business engage in CSR activities?
 - Are their motives always pure?

Sustainability

- Sustainable Development that meets the needs of the present without compromising the ability of future generations to meet their own needs
- **Watch**
 - [Sustainability Explained](#)
 - [Ikea – Forest Positive](#)
- **Read**
 - <http://www.ecounesco.ie/programmes/youth-for-sustainable-development>
- **Think**
 - Look at **our school** - how could we behave in a **more sustainable** manner?

Globalisation

- Globalisation is the process by which the **world** is becoming increasingly **interconnected** as a result of massively increased **trade** and **cultural exchange**.
- **Watch**
 - [Globalisation Explained](#)
- **History**
 - The **Globalisation process** began after World War II as countries began to remove **barriers to trade** with each other
 - **What are example of “barriers to trade” that exist within countries?**
 - The advent of the **internet** and **modern transport systems** has further increased the level of globalisation across the planet

Globalisation

- **Growth of Transnational Companies (Multinational Companies)**
 - These are large companies with bases (shops/factories/offices) spread across the globe
 - Ireland is very attractive to these companies due to:
 - Our low corporation tax (tax on business profits)
 - Educated and skilled workforce
 - English speaking country
 - Access to EU market without barriers to trade
 - **Customs Duties do not apply**
 - **No border checks**
 - **No administration barriers**
- **Read**
 - <https://www.irishtimes.com/culture/books/the-dark-side-of-globalisation-1.3516550>

Globalisation

	Benefits	Drawbacks
Consumer	<ul style="list-style-type: none">• More choice• Lower prices (competition)• Improved Quality (competition)	<ul style="list-style-type: none">• Low prices – but at what cost? (Worker's rights/environment)
Businesses	<ul style="list-style-type: none">• Access to more markets• Lower Costs• Lower tax bill	<ul style="list-style-type: none">• More competition means businesses are under threat• Pressure to keep prices low• Job losses
Countries	<ul style="list-style-type: none">• Aid economic development (job creation/improved standard of living)• Makes world citizens aware of global issues• More efficient use of world resources	<ul style="list-style-type: none">• Loss of individual Culture• Unfair trade• Environmental damage• Economic decline if companies leave to cheaper location