

ASSIGNMENT BRIEF

Business Ethics

Some Corporation can undoubtedly bring benefit to Society. Society, however, is questioning the existence of corporations, especially in the wake of the scandals and scams conducted by companies like ENRON, GUINNESS, Coca Cola, Intel, General Motors, WorldCom and many others. In response to it, the organizations around the globe are forced to wake up to the need for being committed towards Corporate Social Responsibility (CSR). So is this what it is? Is it just a mean satisfying an end? Based on the material presented in the first three topics, answer the following question:

How can Corporate Social Responsibility be meaningful if it is not based on formal binding legislation enforcement?

You may start your analysis with a discussion about the importance of business ethics, its philosophies and practices. You are expected to demonstrate an analytical knowledge and critical understanding of different ethical perspectives, including ethical business objectives. In doing so, you may refer to a number of ethical issues, including equality at the workplace, racial and sexual harassment, corporate sustainability, corporate governance, corporate citizenship, environmental sustainability and globalization. In your analysis, you may also include thoughts about the implications of business ethics in different contexts around the world.

- ✓ Word limit: 3000
- ✓ Ground your answer in relevant theory
- ✓ Plagiarism will be penalized
- ✓ Make use of references, where appropriate – USE THE HARVARD REFERENCING SYSTEM
- ✓ Structural elements should include an introduction, main body, and a conclusion