

ASSIGNMENT

Instructions

- ✓ Address both Parts A and B
- ✓ Word Limit: 3000 Words
- ✓ Ground your answer in relevant theory
- ✓ Make use of references, where appropriate: Use the HARVARD REFERENCING SYSTEM

Part A

Proceed to a critical assessment of the Corporate Social Responsibility Report of McDonalds. In your analysis, you should critically examine the ethical environment in which McDonalds operates and consider the impact this has upon its business behaviour and performance. You can find the CSR report of McDonalds online at:

<http://www.aboutmcdonalds.com/content/dam/AboutMcDonalds/Sustainability/Sustainability%20Library/2010-CSR-Report.pdf> .

(Word Limit: 1500. Weight: 50%)

Part B

As Sally Bibb suggests, as a manager you have a double role. The first is to ensure that you behave ethically yourself ('bosses have more influence than they often realize in shaping others' behavior as people tend to consciously or unconsciously copy the boss'). The other role is that managers are responsible for making for making sure that those they manage do the right thing too. One way, moreover, to achieve that those they manage do the right thing, is through developing and introducing to employees a Code of Conduct (for more on Code of Conduct see Topic 1). In the same line of thought, this part of the assignment requires you to assume the role of a manager and develop a Code of Conduct for an organization of your Choice. This Organization may be a company you worked for in the past, or even the institution to which you are studying. In developing your Code of Conduct, you should demonstrate a critical awareness of real ethical issues that modern workplaces face.

(Word Limit: 1500. Weight: 50%)