



Contemporary Consumer & Business Ethics
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Handout 2 - Defining Ethics

Do the following as an individual exercise:

1. Describe ethics in your own words
2. Outline 3 current world issues that you consider to have an ethical dimension, outline briefly what this
3. Outline 3 ethical decisions you have made recently, what you decided and why

4. Undertake the following:

Issue	yes/no	Why?
1. There should be positive discrimination for ethnic minorities to join the police/armed forces		
2. Some magazine advertising portrays women in a negative light		
3. Students should purchase reusable products even if they are more expensive		
4. Assisted suicide should be decriminalised		
5. People confined to wheel chairs should have full access to all public places no matter what the cost		
6. Asylum seekers should be held under lock and key until their case is reviewed		
7. New parents (mother or father) should be given paid leave of a year following the birth of their child		
8. 1p should be put on everybody's income tax bill to help the African famine victims		
9. Students should have grants that allow them to concentrate purely on their studies		

5. Provide 3 examples of ethical purchasing decisions you have made and outline why you would see them as such