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| **rgu logo** | **Contemporary Consumer & Business Ethics**  **Dr Neil Connon**  **Milan 2-5 May, 2011** | liucheadblu_01 |

**Handout 2 - Defining Ethics**

Do the following as an individual exercise:

1. Describe ethics in your own words outlining in general terms the impact it has on your life
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:

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| **Issue** | **yes/no** | **Why?** |
| 1. There should be positive discrimination for ethnic minorities to join the police/armed forces |  |  |
| 1. Some magazine advertising portrays women in a negative light |  |  |
| 1. Students should purchase reusable products even if they are more expensive |  |  |
| 1. Assisted suicide should be de-criminalised |  |  |
| 1. People confined to wheel chairs should have full access to all public places no matter what the cost |  |  |
| 1. Asylum seekers should be held under lock and key until there case is reviewed and judgement made |  |  |
| 1. New parents (mother or father) should be given paid leave of a year following the birth of their child |  |  |
| 1. 1p should be put on everybody’s income tax bill to help famine victims |  |  |
| 1. 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