



Contemporary Consumer & Business Ethics Dr Neil Connon

Milan 2-5 May, 2011



Assessment

In teams of 3-5 choose one of the areas specified below, undertake secondary research into the topic, analysing why this is a current issue of importance and evaluate the academic arguments in terms of the ethical implications for consumers and practitioners. The topics are:

- ethical sourcing by companies
- MP3 downloading
- animal testing
- child labour in emerging countries
- fair trade products
- obesity in children
- a subject chosen by the team and agreed by the tutor

To underpin the outline of the chosen topic the student should use the Actors Model to identify the various parties involved in the changing situation relating to their particular area. The team will produce a report on the chosen topic (to be handed in after the course is complete).

Coursework Aim

The aim of this coursework is to allow the student to look in depth at a chosen area of study and analyse the issues in terms of their ethical impact.

Learning Outcomes

Evaluate and discuss the ethical implications for your chosen topic investigating in depth as a group an area of current ethical concern. You will be required to demonstrate secondary research skills and the ability to work in a team.

Presentation format / Instructions

This coursework should be done as a group piece of work using the report format. The word length is 4000 and this should include:

- an abstract (not in word count) and introduction
- a clear definition of ethics
- an explanation of what ethics means in the consumer led world of today
- the background to the chosen area
- a review of the chosen area looking at the influence and actions of the various actors (see Actors Model) outlining what underpins (using theory where possible) the actions of these groups and...
- how this has developed in the context of this particular case
- a discussion relating to how this area is likely to develop in the future
- conclusions
- references

Criteria for Assessment

The coursework should cover all the issues outlined in the *outcomes* and the *instructions*. The *review of the chosen area* should include current literature and identify sources on both sides of the argument, and these should be from well recognised and authoritative texts. The *discussion* should provide a balanced argument based on the information used in the review section. The report should meet the assignment objectives. The appropriate use of quotations, data and/or figures from a range of authoritative sources is essential. All references should be acknowledged.

Hand In Arrangements /Date

Date 27 May, 2011 – 12.00 (noon)