Contemporary consumer and business ethics
Course overview 2011

Day/date/ time	Topic	Notes	
2 May **Monday** 14.00 – 18.00	An introduction to the module and contemporary ethics	• What is/are ethics • What ethical decisions do we make • What are the implications of these • The actors model	
14.00 – 15.00 15.00 – 16.00 16.00 – 18.00	• General introduction and welcome • Personal introductions • Class rules • Go over assessment instrument (35 hours above class time) and break into teams • Overview of the module and what it aims to achieve • Lecture and tutorial on Introduction to Contemporary Ethics	• Handout 1 • Handout 2	
Reading	• Paper on 'Defining Ethics' Connon, N 2001 - Handout 3		
3 May **Tuesday** 10.00 – 13.00	Current consumption and the consumer perspective Business ethics	• Consumption patterns – national/international • High consumption and the implications of this • Rationale for an ethical approach to business	
10.00 – 11.00 11.00 – 12.00 12.00 – 13.00	• Worked example: Music • Introduction to Contemporary Ethics current consumption and the consumer perspective • Exercise and discussion on the impact of economic growth • Business and ethics – an introduction	• Handout 4 • Handout 5 • Handout 6	
Reading	• Lysonski, S., and Durvasula, S., 2008, Digital piracy of MP3s: consumer and ethical predispositions. *Journal of Consumer Marketing* 25/3 167-178		
4 May **Wednesday** 09.00 – 13.00	Implications and reactions of business to contemporary ethics Government/pressure groups/media	• Case studies • Legislation, national/international • Media reporting and the influence of the press (a UK perspective) • Pressure group activity and their impact	
09.00 – 10.00 10.00 – 11.00 11.00 – 11.30 11.30 – 12.00 12.00 – 13.00	• Primark video • Boycotts, Environmentalism and the measurement of it • Government (EU) and ethics • Pressure groups and the media • Presentations	• Handout 7 • Handout 8 • Handout 9 • Handout 10 • Handout 11 • Handout 12	
Reading	• https://www.res.org.uk/economic/leadarticles/la_04_06.pdf (pages 1-4)		
5 May **Thursday** 14.00 – 18.00	Linking the actors and conclusions	• Presentation feedback • Likely future implications • Conclusions	
14.00 – 16.00 16.00 – 18.00	• Presentations • Future implications		