FINAL EXAMINATION BRIEF

MBALN703 –Business Ethics

Instructions

- Address both Parts A and B
- This is an individual piece of work
- Deadline: The last day of week 7
- Word Limit: 3000 Words
- Ground your answer in relevant theory
- Plagiarism and reproduction of someone else's work as your own will be penalized
- Make use of references, where appropriate: Use the HARVARD REFERENCING SYSTEM
- WHEIGHT: 50% towards the final grade
- Passing grade: 60

Part A

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

http://corporate.mcdonalds.com/mcd/sustainability/sustainability_CR_reports.html

.Also, the Annual Reports of McDonalds can be found here:
http://corporate.mcdonalds.com/mcd/investors/financial-information/annual-report.html

(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 that 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 work places face.

(Word Limit: 1500. Weight: 50%)