

UNIT SIX – BUSINESS ETHICS

READING, p. 52-53

TASK Read the article and answer the questions:

1. It is recommendable to use words such as: *passion, commitment, engagement, trust* in your corporate responsibility report. T/F
2. How do many corporate responsibility reports start these days? What opportunity does writing such a report present to the management of the company?
3. Big investors usually want to know how green the company is. T/F
4. A new approach to risk management in the UK is needed. T/F
5. Not all the chief executives' messages keep in step with the latest developments in the area of human rights, green issues, etc. T/F
6. Quote the example of the corporate responsibility statement of Danone.
7. Quote the example of the corporate responsibility statement of Toshiba.
8. Who is SustainAbility and what do they do?
9. What does John Elkington say about most of the forewords in corporate responsibility reports?
10. What should an effective introduction to a corporate responsibility report contain? (4 items)
11. Why is Arun Sarin talking about a code of ethical purchasing?
12. Does Mr Sarin express himself clearly on this issue (Q11)?
13. What example of: **evidence of transparency** is given in the text?
14. What example of: **a recognition of the importance of governance** is given in the text?
= a) **Mattel**
= b) **Novo Nordisk**
15. What example of: **credibility** is given in the text?
16. The writer of the article challenges future CEOs to give clear messages in their corporate responsibility reports. T/F
17. In the author's point of view the forewords of the CEOs do not have a big impact on their readers. T/F
18. Explain the phrase: **to jump on the bandwagon**.

LISTENING, 6.3.; p. 54

TASK Complete the gaps with the words you hear:

1

Well, um, it depends on the hierarchy in the company. The first step would be to speak to him to **1.** _____ (**4 words**), because maybe his expenses were **2.** _____ (**1 word**). The problem is, as he says: **3.** " _____ ". (**5 words**) In that case, I'd go to someone higher up in the organisation. Our **4.** _____ (**4 words**) guarantees anonymity.

2.

I'd ignore the **1.** _____ (**1 word**). In this situation, I wouldn't respond to this kind of **2.** _____ (**1 word**) when I got the call. I mean, I'd accept the call and I'd wait until the decision is made. **3.** _____ (**3 words**), if it were the case that the decision was made in their favour, and I **4.** _____ (**3 words**) presents, I'd reject them **5.** _____ (**4 words**) it's unethical. **6.** _____ (**1 word**), if this particular supplier didn't get the contract, I'd also send something in return, just, um, **6.** _____, (**3 words**) thanking them for taking part in the bid, but only after the decision has been made.

3.

I think it's tricky, because it really depends on your **1.** _____ (**2 words**) and your **2.** _____ (**2 words**). You know, you could argue that your job may **3.** _____, (**4 words**) you might have debts, a mortgage to pay, or you might just want to get on in the company. However, in this case, if the two offers were exactly **4.** _____, (**3 words**) I'd have no problem in choosing the director's friend. If they weren't equal, my obligation would be to say to the director. "Look, **5.** _____, (**1 word**) it's your decision, but in my opinion, the best option is this one.

alternatively = used for making another suggestion, nebo jinak, jiným způsobem