

Lesson Topic: Social and Ethical Responsibility

Standards :

- BM08.04 Describe the nature and scope of social responsibility of local and international business operations and their potential impact on society.
- HT05.03 Understand the social, global, environmental, and economic impacts of decisions within an organization.

Content Learning Objectives:

1. The students will be able to summarize the relationship between entrepreneurs and social responsibility.
2. The students will be able to discuss how entrepreneurs can help their community.
3. The students will be able to define ethics and ethical behavior.
4. The students will be able to explain how to develop a code of ethics.
5. The students will be able to compare and contrast social responsibility and ethical responsibility.

Assessment :

- Options: Use the project (Day 4) to include vocabulary terms from the lesson, create a short quiz about social and ethical responsibilities, or have a standards-based assessment on whether or not the student can perform the learning objectives above.

Day 1 :

- **Review**
 - *Class discussion*
 - *What does it mean to be socially responsible? How can companies use their social practices as part of their marketing?*
- **Overview**
 - *Social Responsibility*
 - *Businesses do more than just make profit and provide jobs, they are also expected to run their business responsibly. They must take into consideration different ethical, social, and environmental responsibilities that are an important part of being an entrepreneur. Many entrepreneurs got their first start by making their responsibilities the focus of their business.*
- **Presentation**
 - *Discussion/Notes*
 - *Vocabulary*
 - *Social responsibility – the principle that companies should contribute to the welfare of society and not be devoted to solely profits.*
 - *Philanthropy – making charitable donations to improve human welfare.*
 - *Examples on Smartboard:*
 - *Responsibility to customers: Truth in Lending Act (<https://www.investopedia.com/terms/t/tila.asp>)*
 - *Responsibility to society: Toms (<https://www.toms.com/impact>)*
 - *Responsibility to the environment: Dawn (<https://dawn-dish.com/en-us/dawn-saves-wildlife>)*
 - *Business and the environment: Many companies hire environmental executives, meet and exceed government guidelines, and work continuously to produce less waste and*

pollutants during production.

- **Exercise**
 - *Practice*
 - *In your notes, pretend you are a local entrepreneur with a business of your choice. For your business, answer these three examples of how your business can make a contribution. How will you:*
 - *Donate your products/services to a cause*
 - *Get your employees involved in philanthropy*
 - *Join with another company to promote social responsibility*
 - *Make an effort to either reduce, reuse, or recycle within your business*
- **Summary**
 - *Ending discussion*
 - *Explain in your own words what it means to be socially responsible*
 - *Name two areas where your business can be socially responsible*
 - *If time...*
 - *Think of a company that we did not already mention in class and describe how it is socially responsible.*

Day 2 :

- **Review**
 - *Discussion*
 - *What does it mean to be socially responsible?*
- **Overview**
 - *Ethical Responsibility*
 - *Ethics are guidelines for human behavior and are the moral code for which people live and conduct business. As we go through this portion of our lesson, ask yourself, "What is the role of values in determining your ethics?"*
- **Presentation**
 - *Discussion/Notes*
 - *Understanding your values. Values include trustworthiness, respect, responsibility, fairness, caring, and citizenship.*
 - *Business ethics begins with management and owners. If business owners can clearly communicate their ethical expectations, there are less problems and ethical conflicts.*
 - *One must understand that not everyone's ethical values are the same.*
 - *Large businesses are usually in the public eye when it comes to ethics. This leaves a unique window for small businesses with poor ethics to get away with more stuff.*
 - *Creating a code of ethics is done by following these steps:*
 - *Brainstorm ethical dilemmas*
 - *Discuss potential solutions*
 - *Write a set of general guidelines*
 - *Make improvements as needed*
 - *Special problems that can happen in entrepreneurship are conflicts of interests, various desperate measures, cultural differences, bribes, and infringement cases.*
 - *Vocabulary*
 - *Ethics – guidelines for human behavior*

- *Ethical behavior – is how to act in situations where moral issues are involved*
- *Business ethics – the study of behavior and morals in business situations*
- *Code of ethics – a group of ethical behavior guidelines that govern the day-to-day activities of a profession or organization*
- *Conflict of interest – a clash between a person’s private interests and his/her responsibilities in a position of trust*
- **Exercise**
 - *Writing prompt*
 - *Businesses often hire consultants to make recommendations for efficiency purposes. Imagine the school has hired you to recommend ways to improve energy use and improve energy efficiency while saving money. Write a one-paragraph proposal that details your list of recommendations.*
- **Summary**
 - *Exit ticket*
 - *Turn in your proposal before you leave class. If you cannot get this done, you can turn it in first thing next class period.*

Day 3 :

- **Review**
 - *Ethical Responsibility*
 - *Collect writing prompts from last lesson*
 - *Explain why it is important to understand your value system*
 - *Identify reasons why small businesses are at a special risk for ethics violations*
- **Overview**
 - *Making It: Sustainable - Loll*
 - *Watch the video about Loll and how they got started, are sustainable, and create products with ethics and purpose.*
- **Presentation**
 - *Introduce/discuss Loll website*
 - *Eco-initiatives*
 - *Design Partners*
 - *Sister companies*
 - *Awards & Certifications*
 - *About Loll page*
 - *Blog*
- **Exercise**
 - *Loll research activity*
 - *Do your own searching on the Loll website and deepen your learning in an area that interests you.*
 - *Questions to ask/write down/answer in your notes or with a partner:*
 - *What is their mission?*
 - *How did they get started?*
 - *What are some benefits to working with Loll?*
 - *Do they do anything for the community?*
 - *What qualified them to win certain awards?*
 - *Can you recognize Loll’s core values?*
 - *What does Loll do to be socially and ethically responsible?*

- *What do you see as this companies strengths?*
- **Summary**
 - *Discussion*
 - *Turn and talk with your partners. Discuss the questions above and see how your answers differ.*

Day 4 :

- **Review**
 - *Discussion*
 - *Social and ethical responsibility*
 - *Loll Designs*
- **Overview**
 - *Activity tie-in*
 - *Explain how the activity done in this lesson related to social and ethical responsibility, is derived from Loll, and can be implemented anywhere.*
- **Presentation**
 - *Bike to work program review*
 - *Review Loll's "Bike to Work program" and how it positively effects the employees, the environment, and their customers.*
- **Exercise**
 - *Create your own program – 2 options*
 - *Option 1*
 - *Create your own program within the school that affects our students, teachers, environment, and is responsible. You are trying to create a program like the "Bike to Work" program. You must be able to justify your program to make something more efficiently, reduce emissions, reuse something, or some other productive initiative you come up with and discuss with your teacher.*
 - *Option 2*
 - *Give teachers and other students "Awards" for doing things around the school that is social and ethically responsible. Go through your own class schedule (or choose at least 5 teachers) and create an award for them based on something they do in their classroom. Maybe one teacher walks during her lunch hour, or maybe a student stands at the lunch tray station and helps other students recycle, or find an administrator and see where they have made improvements to the school in the past to make it more efficient and economical. Create these awards using a Google Application of your choice, and upload to Google Classroom.*
- **Summary**
 - *Unit wrap up*
 - *If time... Have student share and present their initiatives, programs, and awards. Allow discussion for logistics of the program actually starting or open up to student-led topics within your school.*
 - *If no time... Give these projects as homework. When they finish up and come back to class, you can have a short discussion about social and ethical responsibility before moving on to a new topic.*

Appendix:

- Loll website
 - <https://lolldesigns.com/>
- Making It: Sustainable
 - <https://makingit.wdse.org/watch/sustainable>
- *Truth in Lending Act*
 - <https://www.investopedia.com/terms/t/tila.asp>
- *Toms*
 - <https://www.toms.com/impact>
- *Dawn*
 - <https://dawn-dish.com/en-us/dawn-saves-wildlife>