



對外經濟貿易大學
UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS

Unit 16

A Socially Responsible Corporation—Business Ethics

企业社会责任—商业伦理

✓ Learning objectives

- In this unit students will learn words and expressions related to business ethics and social responsibilities.
- Students will be able to argue either in favor of or against business ethics and social responsibilities.

Answers to the comprehension questions

1. Anderson was indicted by the US Department of Justice (DOJ) on charges of obstructing the course of justice in the Enron (one of Andersen's clients) case.
2. DOJ's investigation revealed that Andersen had deliberately destroyed crucial documents relating to Enron during October-November 2001.
3. Both the destruction of crucial documents and the fact that the firm had been embroiled in many controversies during the late 1990s destroyed all chances of an outside court settlement.
4. As negative publicity for Andersen mounted, it seemed certain that the firm would never be able to do business the way it had for over eight decades.

Part A Business News

First listening: listen for the gist

- What is the main idea of news item one?

Toshiba introduced group-wide procurement policy based on corporate social responsibility. It explained the reason why the policy is made and what regulations suppliers should abide.

- What is the main idea of news item two?

This news item explains three steps that corporate board members can take in order to foster and promote ethical corporate culture.

Second listening: listen for specific information

- In this part the teacher has great freedom and flexibility to ask students questions, to clarify any difficult language points, to add in supplementary materials as background knowledge or in-depth understanding of the listening materials.
- Notice how these expressions are related to ethical standards.

legal compliance, respect for human rights, labor standards, prohibition of child and forced labor, prohibition of discrimination, provision of a safe and clean working environment, antitrust laws, commercial codes, foreign exchange control laws, copyright laws, environment management standard ISO 14001

- Ask students to do multiple choices questions in news item one. Compare answers.
- Ask students to do True (T) or False (F) questions for news item two. Compare answers. Explain why it is true or false.



Third listening: sentences imitation

- Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
- 1. legal compliance--Toshiba Corp. announced the introduction of a group-wide procurement policy based on corporate social responsibility so as to promote legal compliance and respect for human rights and the environment among goods and service suppliers to the group.
- 2. to give full consideration to--Toshiba asks suppliers to "give full consideration to human rights and labor standards, including prohibition of child and forced labor, prohibition of discrimination, and provision of a safe and clean working environment."
- 3. to abide--suppliers will be required to abide by such regulations as antitrust laws, commercial codes, foreign exchange control laws, copyright laws and legislation to protect personal information.

Third listening: sentences imitation

4. a critical role to play--Directors have a critical role to play in restoring the public trust.
5. other than--Do you know how information you need would reach you other than through the chain of command?
6. make sb better off--Do you know how your company makes each of its stakeholders better off?
7. stand for (represent sth)--Every employee should know what the company stands for.

Part B

First listening: listen for the gist

- What is the main idea of this listening?

In this interview Björn Stigson talks about the relationship between corporate social responsibility and sustainable development, emphasizes that CSR should be managed as an important strategic issue and it contributes to the long-term development of the company.

Second listening: listen for specific information

- In this part the teacher has great freedom and flexibility to ask students questions, to clarify any difficult language points, to add in supplementary materials as background knowledge or in-depth understanding of the listening materials.
- Notice how these expressions are related to CSR and sustainable development.

environmental legislation, societies and communities, philanthropy, voluntary commitments, voluntary initiatives, voluntary actions, voluntary agreements, unduly costly, social values and principles, rules of the game, accountability, poverty alleviation, a better quality of life, trade barriers, environmental tax reform, conserve natural resources

- Ask students to fill in the blanks to make a summary of the interview. Compare answers.
- Ask students to answer the following questions. Compare answers.

Third listening: sentence imitation

- Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
- 1. make...sense--Companies are realizing that a strong sustainable development and corporate social responsibility strategy makes good business sense.
- 2. go beyond--Companies also have come to recognize that CSR goes beyond philanthropy and is a matter for strategic debate.
- 3. up to--It is up to each company individually to define the values and principles it stands for.
- 4. fail to comply--What is the value of having voluntary commitments if there are no enforceable penalties against those who fail to comply?
- 5. be attributed to--Much of the progress made by industry toward sustainable development since the Rio Earth Summit in 1992 can be attributed to voluntary initiatives.

Third listening: sentence imitation

6. be engaged in--Companies that engage in voluntary actions rarely fail to comply.
7. be inclined to--Companies are naturally inclined to engage in efforts where they will be rewarded.
8. to unleash--Voluntary agreements encourage business to unleash its creative talents and move forward.
9. to be on the agenda--CSR is firmly on the agenda of many leading companies and it looks destined to climb higher and higher.
10. poverty alleviation--We have also started a project on Sustainable Livelihoods, which examines the role of business in poverty alleviation.

Third listening: sentence imitation

11. to bridge the divides--we need to make the market work for all if we want to bridge the unsustainable divides between the rich and the poor.
12. take into account--And it can only be achieved by taking into account all three pillars of sustainable development: ecological and social, as well as economic.
13. a case in point--The failure of the WTO meeting in Cancun is a case in point.
14. dispose of--The prices of goods must reflect all the costs involved in making them, using them, disposing of them or recycling them.

Part C

First listening: listen for the gist

- What is the main idea of this listening?

This survey revealed that US ethics abuses are on the rise despite renewed emphasis on corporate ethics and legal compliance.

Second listening: listen for specific information

- In this part the teacher has great freedom and flexibility to ask students questions, to clarify any difficult language points, to add in supplementary materials as background knowledge or in-depth understanding of the listening materials.
- Notice how these expressions are related to ethical misbehavior. Ethics abuse, corporate scandals, workplace misdeeds, ethical misconduct, ethical lapses, wrongdoings, violations, fudge a time card, swipe pens, lie to a customer, abusive behavior, discrimination, stealing, sexual harassment
- Ask students to fill in the blanks with the correct words. Compare answers.
- Ask students to fill in the table with exact figures. Compare answers.

Third listening: sentence imitation

- Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. to be on the rise--The number of workplace misdeeds observed by employees throughout America is on the rise.
 2. take note of--Some 52 percent took note of ethical lapses in 2005.
 3. spur--Regulation resulting from Enron and other corporate scandals spurred a renewed emphasis on corporate ethics.
 4. speak up--Fewer are willing to speak up when they spot a colleague fudging a time card, swiping pens or lying to a customer.
 5. a priority--Organizations tend not to emphasize strongly enough that honesty is a priority and that reporting wrongdoing won't land an employee in hot water.
 6. an array of--Employees reported witnessing an array of violations, including abusive behavior, lying, discrimination, stealing and sexual harassment.