

## Strand: **Enterprise and Personal Finance**

### Ethics and Global Consumerism

#### **Learning outcomes in focus**

##### **Students should be able to:**

#### **Enterprise and Personal Finance**

**1.9** Debate the ethical and sustainability issues that arise from their consumption of goods and services and evaluate how they can contribute to sustainable development through consumer behaviour

#### **Enterprise and Personal Finance**

**1.10** Discuss and evaluate how globalisation and developments in technology impact on consumer choice and behaviour

#### **Enterprise and Personal Finance**

**2.5** Investigate the positive and negative impacts on a community of an organisation from an economic, social and environmental perspective

#### **Learning intentions\***

##### **We are learning to:**

- understand what ethics means in a business context
- understand different ethical issues a global company has faced or may face
- understand the concept of globalisation
- understand the impact of global companies on the individual consumer, on countries and on businesses
- be able to research on the internet and use reliable sources
- be able to present our work digitally to a particular audience

#### **Teaching and learning context**

The preparatory material was covered over five one-hour lessons before the task was assigned. Students were given two one-hour

period to complete the task in class. All students have their own Microsoft Surface device and access to the school Wi-Fi. Students worked individually on the project but did peer assess each other using the success criteria before making final changes to their projects.

- Complete KWL (graphic organiser to identify what students already know, want to know, and have learned) on Ethics and Global Consumerism
- Think, pair, share about the meaning of 'ethics'
- Decide on a class definition of the word ethics
- Watch short clip about Ethics and Sustainability and in groups complete lens activity focusing on impact on planet, people and profits
- Watch short clip 'where our clothes come from' and complete a decision tree based on clip
- Think, pair, share about the meaning of 'sustainability'
- Decide on a class definition of the word 'sustainability'
- Read a case study about a 2nd year student and her family. Identify examples of how the student and her family are connected to the wider world and the impact of this.
- Class discussion on the term 'globalisation'
- Students will share their opinions on the advantages and disadvantages of globalisation for Ireland, a business and the individual consumer

\* What the student should know, understand and be able to do at the end of the lesson or series of lessons

\*\* Summary of the key steps the student needs to fulfil in order to achieve in the task

## Strand: **Enterprise and Personal Finance**

### Ethics and Global Consumerism

#### **Task**

Complete a project on a global company of your choice

#### **Success Criteria\*\***

**SC1:** Identify a global company that the student has purchased from in the past.

**SC2:** Explain ethics in business and explore ethical issues that the company of choice has faced or may face

**SC3:** Explain globalisation and the advantages and disadvantages of globalisation for the company

**SC4:** Reflect on the reasons why the student would purchase from the company again, or why not.

**SC5:** Produce the project using a format of the student's choice suitable for presentations. 6. State where the student sourced the information

\* What the student should know, understand and be able to do at the end of the lesson or series of lessons

\*\* Summary of the key steps the student needs to fulfil in order to achieve in the task



## INTRODUCTION

Hello everyone. Today I am up here to talk about an international company called Nike. Before I talk about Nike I must first inform you of a few words that will be crucial to understanding this company.



## GLOBALISATION

- Globalisation is the idea that the world is getting smaller. As people are more connected with faster communications, global trade and faster transportation, what seemed like a faraway journey from country to country can be travelled in mere hours with the help of planes.



## ETHICS

- The other word that you might come across is Ethics. Ethics literally means to morally do the right thing. For example paying farmers the right price for their goods. This is called Fair Trade.



## NIKE



- Nike is an American company that was founded by two people, Bill Bowerman and Phil Knight.
- Nike manufactures Nike branded clothing such as athletic footwear and apparel, sport equipment and other recreational products.
- I myself have bought some of their products in the past. Products such as t-shirts, shoes and jackets.



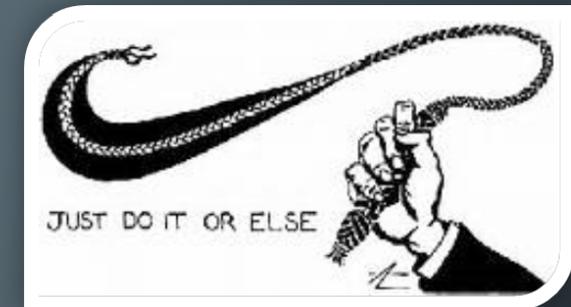
## ETHICAL ISSUES PART 1

- In the past Nike has been accused of using sweatshops to manufacture their products. This started in the 1970's where Nike originally produced their products in People's Republic China, Taiwan and South Korea. Then 3 countries' economy progressed and wages rose. So Nike then moved their factories to the Republic of China and Vietnam where they found cheaper labour.



## ETHICAL ISSUES

- In addition, the workers that work in Nike factories are underpaid and are not given enough rights.
- Nike continued to deny the accusations until 2001 where Nike director Todd McKean was interviewed and said that 'Hey, we don't own the factories. We don't control what goes on there.'. These sources can be found on
  - <https://storify.com/jessicawilson/nike-group-blog-7> ,
  - [https://en.wikipedia.org/wiki/Nike\\_sweatshops](https://en.wikipedia.org/wiki/Nike_sweatshops) and
  - [https://web.stanford.edu/class/e297c/trade\\_environment/wheeling/hnike.html](https://web.stanford.edu/class/e297c/trade_environment/wheeling/hnike.html)



## ADVANTAGES TO GLOBALISATION

- Nike has benefited from globalisation in many ways. For example.
- They were able to use globalisation to advertise their products.
- Globalisation allowed Nike access to a wider range of materials for making their products.
- This also allowed them to export and import products to give their customers all around the world a wider variety of their products.



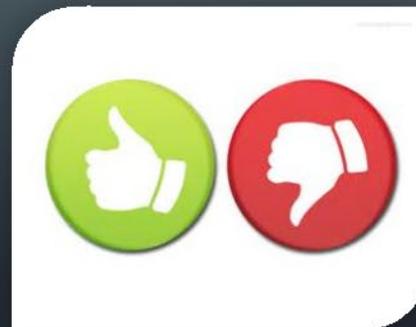
## DISADVANTAGES TO GLOBALISATION

- But with the globalisation also came with its disadvantages. For example.
- Nike had to compete with other companies around the world to be able to keep selling their products. Other companies such as Puma and Adidas were Nike's main competitors.
- It will cost more to trade goods overseas.
- It will cost people to lose their jobs due to them moving their factories from country to country constantly.



## MY EXPERIENCE WITH NIKE

- In the past I have bought a variety of different products from Nike. So far I thought that the Nike products that I've bought have proven to be of high quality and have lasted me for a very long time. I would still buy Nike products even though I have lost respect for the company after what I had read.





**THANK YOU FOR  
LISTENING!**

### Teacher annotations using the success criteria

The annotations capture observations by the teacher, using the success criteria, with a view to establishing the level of achievement this work reflects. The annotations and judgments were confirmed by a Quality Assurance group, consisting of practising teachers and representatives of the Inspectorate, the State Exams Commission and the Junior Cycle for Teachers support service.

### The student fulfilled all success criteria as they:

**SC1:** The student fulfilled this success criteria as they identified Nike as the global company

**SC2:** To improve the student could explore more than one ethical issue in the company

**SC3:** The student fulfilled this success criteria as they identified advantages and disadvantages of globalisation for Nike.

**SC4:** The student fulfilled this success criteria as they stated that they would buy from Nike again explained their answer well.

**SC5:** The student fulfilled this success criteria as they used PowerPoint which is suitable for presentations and used many images to enhance their project.

**SC6:** The student did not fulfil this success criteria as although they gave one source for ethical issues they did not give every source used. To improve they should state every source used.

**Overall judgement:**  Above Expectations