

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



Ethics

- Doing the right thing



Who are Adidas ?

- Adidas is a German multinational corporation that designs and manufactures shoes, clothing and accessories headquartered in Herzogenaurach, Bavaria. It is the largest sportswear manufacturer in Europe and the second biggest in the world.





How are Adidas a global company

- Adidas is the largest sportswear company in Europe and is the 2nd biggest in the world.
- Adidas employed around 55,555 employee's worldwide in 2015.
- Adidas supply sportswear in over 160 countries worldwide.
- Adidas produce over 778 million products a year.



Ethical issues

- clothes for Adidas were made in two factories using child labour, forced overtime and sexual harassment.
- Children as young as 15 were:
- made to work 15-hour days
- expected to do at least 70 hours a week and punished for refusing to do overtime
- paid less than \$60 a month, rates below the International Labour Organisation's demand for a living

Ethical issues

- Last year a worker from a Bangkok factory for Adidas said that for less than £1 per day she worked 12-hour shifts seven days a week, producing sportswear, shoes and replica kits for the company



Advantages of Adidas

- Adidas are the 2nd most popular brand in the world and the most popular in Europe.
- It can launch new products into different countries at different times.
- There well known around the world.
- More tax for the government.
- Create employment for Irish citizens.





Disadvantages of Adidas

- They have a lot of competition, which other companies selling the same types of products.
- Irish business won't get as much profit if Adidas is selling there products to Irish consumer.
- Unfair trades between countries.
- There is loads of competition.
- Having workers work longer hours, to keep Adidas running.
- They have to protect there brand in various of countries.
- The different taste of different countries.
- There cost of advertisement, E.G paying football players wear there brand.

Products I have bought from Adidas

- Adidas X 16 black sock boots
- All white super stars



My products

- I really like my product there are merchantable quality, fit for purpose, same as sample and they are as described.
- I bought these as wants.



Would I purchase from them again?

- I would purchase from Adidas again because I really like the products I've already bought and I think their clothing range is really nice, but if Adidas were still using sweatshop I wouldn't buy from them again.



Sources

- I've research my information from:
- Statistics.com
- Adidas-group.com
- Wikipedia.org
- Adidas.com
- Business one note



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 well as they identified Adidas as the global company

SC2: The student did not meet this success criteria as they failed to explain ethics with reference to business. The student could improve by giving a business example of acting ethically or unethically. The student explored two ethical issues in Adidas well

SC3: The student fulfilled this success criteria. He/she gave three clear points about globalisation at the company. Although they gave some unneeded points, they identified advantages and disadvantages of globalisation for Adidas

SC4: The student fulfilled this success criteria as they stated that they would buy from Adidas again however they explained that they wouldn't if the company continued to use sweatshops

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

SC6: The student fulfilled this success criteria as they clearly stated the five sources they used.

Overall judgement:  Above Expectations