



KS4 BUSINESS TEACHER'S NOTES

ETHICAL BUSINESS PRACTICE

LESSON OVERVIEW

This is a KS4 Business lesson on the topic of ethical business practice, using The Body Shop's global sustainability strategy, Enrich Not Exploit™ Commitment as a case study. Students will conduct market research around ethical consumerism in their age group. Using the results, students will produce an advert (video or performance) for online and social media platforms of their choice.

WHAT YOU WILL NEED:

- Ethical Business Practice presentation.
- Ethical Business Practice worksheets.
- Suitable devices for students to access The Body Shop Education website.
- [Example questionnaire.](#)

LEARNING OBJECTIVES

In this lesson, students will learn:

- How to understand the concept of business ethics and give examples of ethical issues.
- How to name an example of an ethical business and explain the impact of its ethics on product and supply chain decisions.
- How to apply their knowledge of ethical business and marketing to create a digital advertising campaign that appeals to their target audience.

CURRICULUM LINKS

This resource was developed to meet curriculum requirements in the following areas:

KS4 Business

Influences on business

- The importance of external influences on business and how businesses change in response to these influences, including:
 - the impact of ethical and environmental considerations on businesses, including sustainability.

Business operations

- What business operations involve, their role within the production of goods and the provision of services, and how they influence business activity, including:
- The concept of quality and its importance to a business, including the production of goods and the provision of services.

Marketing

- The purpose of marketing, its role within business and how it influences business activity, including:
- The importance to a business of identifying and understanding its customers.

BEFORE YOU START

Review the presentation, presenter's notes and worksheets. Whilst this lesson is based on a one-hour period, you may wish to spread the content across two lessons to suit your own lesson length and requirements.

Plan groups to work together on [Activity 3 - Digital Advertising Campaign](#), for effective outcomes for all.



LESSON PLAN

Time (60 mins)	Activity	Presentation Slides
5 mins	Starter: Introduce the starter question from the worksheet. Students assess which ethical issues are most important to them.	2
5 mins	Introduce the topic and learning objectives, using the presentation. Review answers from the starter.	3
5 mins	Introduce the topic of business ethics. Ask students how they would know if a business is ethical.	4
15 mins	Introduce Activity 1 - Case Study: Enrich not Exploit™ Commitment . Students research the Enrich Not Exploit™ Commitment as a case study using the internet.	5
25 mins	Introduce Activity 2 - Digital Advertising Campaign incorporating a product and a key message from the Enrich Not Exploit™ Commitment. Students use this time to plan their market research and advert, producing their adverts as homework, in groups. Students show their advert in a follow up lesson, voting to 'share' the advert or not.	6,7,8
5 mins	Plenary question: How can a business make itself more ethical? Recap on the learning from the lesson. Introduce the interactive extension activity ' Buy for Good - Enriching the Future '.	9

DIFFERENTIATION

Easier	Harder
<ul style="list-style-type: none"> Omit the market research element and allow students to choose their advert topic. 	<ul style="list-style-type: none"> Students come up with in store tie-ins for their advert, such as a poster, point of sale information or display.

EXTENSION - RETAILER'S INTERACTIVE

Students take on the role of the retailer balancing ethics and sustainability with business challenges using an online interactive '**Buy for Good - Enriching the Future**'. Students can explore further to discover more on ethical supply chains and ethical consumerism.

If you wish to complete this activity in your classroom, you will require suitable devices with internet access.



Example Questionnaire

Name	
Age	

Rate each of the following ethical business practices from 1 to 4, with 1 being 'not important to me' and 4 being 'very important to me'

		1	2	3	4
1.	The business' products are 'cruelty free' and never tested on animals.				
2.	The business purchases many key ingredients and accessories from suppliers through its Community Trade Programme where suppliers are paid fairly.				
3.	The business aims to only include ingredients with a low carbon and water footprint and which are water biodegradable.				
4.	The business supports the protection of endangered wildlife.				
5.	The business invests in organisations that promote economic development in areas that need it.				
6.	The business invests in organisations that promote gender equality such as the Women in Business Development Inc.				
7.	The business supports the protection of endangered wildlife.				
8.	The business supports growers to maintain their traditional culture and growing practices.				
9.	The business supports growers to respect the environment.				
10.	Every time one of the business' stores are refurbished, they are made more energy efficient.				

a) Which social media platforms do you use the most?

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b) What is most likely to make you share a viral video online?

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