



Business Lesson Plan

Title of Lesson: Ethics and Social Responsibility

Course: Business 70

Student Learning Goals:

1. Students will be able to convey their understanding of the textbook's chapter regarding ethics and social responsibility.
2. Students will demonstrate an understanding of e-waste and the impact of electronic businesses.
3. Students will be able to work in small groups in order to efficiently identify the key points of their selected case study.
4. Students will be able to verbally communicate and present ideas developed in their groups to the class.
5. Students will demonstrate their ability to use course materials to apply problem solving and critical thinking skills to resolve real world issues.

Activity 1: "The Story of Electronics"

["The Story of Electronics"](#) video presents students with an idea of how electronics impact the environment and individuals working in e-waste communities. Furthermore, the video takes viewers into mines and factories where electronic devices are assembled to the areas of the world in which those devices may end up. The video ends by calling businesses to design long-lasting and toxic-free products. This video engages students as it explains issues in a clear manner and presents its information in an entertaining way.

- Students will watch the video "The Story of Electronics".
- Students will participate in a discussion regarding their thoughts on the video, while relating back to the ideas presented in the course text.
 - Discussion Questions:
 - What environmental issues are present in the video?
 - What actions could businesses and consumers take in order to help the issues concerning e-waste?

Activity 2: Small Group Work

This activity will challenge students to examine business case studies and the businesses' efforts towards being more environmentally responsible while working together in small teams. By working together in small groups, students will be able share their ideas with each other and come to an agreement on which key ideas to present to the class.

- Students will be divided into small groups of 4 to 5 students.
- Each group will be provided with a different case study to read.
 - [Best Buy Case Study](#)
 - [Hewlett-Packard Case Study](#)
 - [Dell Case Study](#)
 - [Apple Case Study](#)
- Students will be asked to share their findings within their groups for 5 to 10 minutes
- Groups will prepare a brief 2 to 3 minute presentation and select a spokesperson that will present their group's findings and feedbacks on their case study at the end of the activity.
- Presentations could be conducted through slideshows prepared by groups.
 - Key ideas to incorporate in presentations:
 - What programs did these businesses implement and how are they beneficial?
 - How do businesses' social responsibility efforts impact stakeholders such as employees, consumers, shareholders, and suppliers?

Materials:

Course textbook.

["The Story of Electronics"](#) video which can be found on YouTube.

[Best Buy Case Study](#)

[Hewlett-Packard Case Study](#)

[Dell Case Study](#)

[Apple Case Study](#)