

# A Level Business Activities for new Sixth Formers

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## Topic 2: Business ethics

One of the topics you will cover in your second year of A Level is business ethics. We know that you might have covered some content about ethics in your GCSE subjects so we have selected this topic as something that you could start to consider without any prior knowledge of A Level Business.

### TASK 1: RESEARCH

What do we mean by ethical behaviour? What does it mean to be ethical in business? Is it possible to be ethical in business?

#### THE FASHION INDUSTRY IN FOCUS



1. Watch this video about fast fashion produced by the Fairtrade Foundation, which can be found [here](#) and compare it to this article from [The Guardian](#).

### TASK 2: LEARN SOME THEORY

1. Watch this video tutorial from Tutor2u about business ethics [here](#)

### TASK 3: THE IMPACT OF ETHICAL BUSINESS DECISION MAKING

1. Read the following article about a well-known high street retailer which can be found [here](#).

Answer the following questions based on your research and the business theory you have learnt about this topic.

- a) What is meant by the term 'business ethics'?
- b) Why might there be a conflict between businesses' objectives to maximise profits and being ethical?
- c) Explain two reasons why a fashion retailer may wish to adopt an ethical strategy.