

A-LEVEL BUSINESS TRANSITION TASK

Dear students

Welcome to the Business Department! We hope that the task we have set for the holidays will be challenging, insightful and confirm that you have made the right choice. Please read the information below and make sure that you watch the video links **BEFORE** you open the PowerPoint.

OVERVIEW

You will be answering the question, '**Is Unilever ethical?**'

The summer work will involve:

- Watching videos
- Learning important key terms and ideas
- Developing your analysis and evaluation skills
- Researching a real business
- Learning to form a justified judgement

READING WEEK

Before looking at the PowerPoint, we would like you to watch the following videos to help with your understanding of the ethical issues which businesses face on a daily basis:

- The first video is a little dry in terms of its presentation BUT it is essential viewing as it will give you an introduction to ethics within the world of business – 19 minutes
<https://www.tutor2u.net/business/reference/business-ethics-revision-video>
- Sweatshops in the fashion industry – 3 minutes
https://www.youtube.com/watch?v=losE_rYtfbU
- Water use in cotton growing – 3 minutes
https://www.youtube.com/watch?v=zOe_M3GutdY
- Alternative ways of farming – 5 minutes
<https://www.youtube.com/watch?v=hWkYtZxpQUo>
- How to make dairy farming more ethical – 5 minutes
<https://www.youtube.com/watch?v=yNRpjuixmYQ>
- The story of chocolate – 11 minutes
<https://www.youtube.com/watch?v=-XbP4cn8xhU>
- How Amazon managed to pay no tax in 2018 – this is a little complex but stick with it, it is very interesting and covers lots of areas we will visit during the course – 12 minutes
<https://www.youtube.com/watch?v=qNg55JDMDHM>

- Working conditions in Apple factories – 3 minutes
<https://www.youtube.com/watch?v=kSvT02q4h40>
- Health impacts of Coca-cola – 5 minutes
<https://www.youtube.com/watch?v=DWLQaz8nhQw>
- Lush and ethics – 5 minutes
<https://www.youtube.com/watch?v=vaxQAOvAFxQ>

YOUR TASK

Now open the PowerPoint and work through the slides **BEFORE** you attempt the task.

IS UNILEVER AN ETHICAL BUSINESS?

Answer the question above.

- Write **no more** than **250 words**.
- Write an introductory sentence (or 2) **explaining** what Unilever does.
- Write a paragraph (or 2) which explains **why Unilever is ethical** – use **specific examples** from the resources.
- Write a paragraph (or 2) which explains **why Unilever is not ethical** – use **specific examples** from the resources.
- Write a single paragraph which **makes a judgement**. **DO NOT SIT ON THE FENCE**. Decide whether or not you think Unilever is ethical and explain why your arguments carry more weight on the side of the debate you have chosen.

YOU WILL EXPECTED TO HAND IN YOUR ANSWER ON THE SECOND LESSON OF TERM.