



Business Virtual Learning

Course: Intro to Business

Lesson: Business Ethics-Code of Ethics

April 21, 2020



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Objective/Learning Target: Students will be able to:

- (1) define and understand the importance of a code of ethics**
- (2) research the code of ethics for a business and analyze its policies.**

Lesson Starter

Have you ever witnessed or read a news story about a company behaving unethically? What happened? What were the consequences?

Your response could be an example of how a code of ethics could have avoided the situation altogether OR how the consequence could have been determined.

What is a Code of Ethics?

Definition:

are adopted by organizations to assist members in understanding the difference between “right” and “wrong” and in applying that understanding to their decisions.



Please watch the video to see the importance in a business to establish a code of ethics .

Link:

<https://youtu.be/HQcHR8-6IE>

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Activity: Analyzing a Code of Ethics

Directions: We will be looking at Chipotle as our company example in analyzing a code of ethics. If you are not familiar with Chipotle, their ethics, and issues of the past please watch this video.





Activity Continued: Analyzing a Code of Ethics

Most major companies have a detailed code of ethics that is given to all employees. I have linked Chipotle's current code of ethics here:

https://ir.chipotle.com/download/Chipotle_Code_of_Ethics_External_02.17.2020.pdf

As you see it is a very lengthy report. We will be looking at the main points and answering questions over it in today's activity. So spend the next ten minutes skimming the report and be prepared to answer the questions on the following slides. Please write your responses on a sheet of paper.



Activity Continued: Analyzing a Code of Ethics

Step 1: Look for a specific theme that shows Chipotle's planned path. If you don't see a clear theme, the employees may also not understand the code of ethics theme.

Questions: What would you say is the theme? Do think it is effective? If you believe it is unclear, what should the theme be? Why?



Activity Continued: Analyzing a Code of Ethics

Step 2: Review the code for procedures that specific individuals and job categories should follow. The exact way an employee should handle a situation must read clearly, so that no one can misinterpret its meaning.

Questions: Can you find a specific example of a procedure that an employee must follow? Please describe that procedure and tell me why it is important for an employee to understand.



Activity Continued: Analyzing a Code of Ethics

Step 3: Focus on the code's words, which must convey a tone of respect and confidence. They should let employees know that Chipotle respects their interests, but refuses to tolerate any insubordination or issues that may harm the business' overall health.

Questions: Can you find a specific example of a policy the outlines the consequences to any employee action that would harm Chipotle's image? Please describe the example in detail. Provide reasoning why or why not you believe it to be a fair policy.