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**PROFESSIONAL ETHICS IN BUSINESS AND ECONOMICS  
(Профессиональная этика в бизнесе и экономике)**

**Учебно-методическое пособие по английскому языку для  
студентов, обучающихся по специальности «Экономика»**

Факультет иностранных языков и лингводидактики  
Кафедра английского языка и межкультурной коммуникации

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## Предисловие

Предлагаемое учебно-методическое пособие "Professional Ethics in Business and Economics" предназначено для студентов 2 курса очного отделения экономического факультета, а также может быть рекомендовано магистрантам разных специальностей, изучающих дисциплину «Деловой иностранный язык» (английский).

Пособие состоит из трех частей. Первая часть пособия посвящена теоретическим вопросам профессиональной этики в бизнесе и экономике: её философским аспектам, проблемам бедности, проблемам этики в рекламе, различным типам травли на рабочем месте и вопросам её устранения и предотвращения.

Вторая часть состоит из четырех так называемых "case study" – проблемных ситуаций, требующих профессионально-этического решения. Проблемные ситуации представлены в виде диалогов, что позволяет студентам приобретать навыки устной разговорной речи и позволяет эмоционально включаться в процесс обучения.

Третья часть посвящена теме делового этикета. В данной части автор использует формат интернет-блога, где живым языком реальных бизнес-экспертов и предпринимателей представлены их идеи об этикете в деловом мире.

Учебно-методическое пособие содержит задания на закрепление лексики, а также задания на понимание, анализ и нахождение творческих решений. Яркие иллюстрации и видеоприложения, которым снабжено данное учебно-методическое пособие соответствует одному из главных дидактических принципов – принципу наглядности.

Весь материал пособия и способы его подачи нацелены на решение главной задачи: формированию профессионально-этической культуры студентов вузов в процессе изучения иностранного языка.

## Keynotes



a. Business activities in the modern society are omnipresent. As their influence on us **increases**, the damage that unethical business behavior can cause also increases. On the contrary, ethical behavior now brings greater **benefit** than ever.

This is why we need to research in depth **relevant** issues so that companies behave in accordance with ethical standards and benefit the humanity.

b. As the society and technology develops, our lives grow faster and more complicated. We need to constantly discuss and research ethical **issues** in relation to business behavior, for example, the ethical issues involved in the sales of personal information of consumers for profit by organizations, social network websites, and large chain stores.

c. The modern society is imposing increasingly stringent ethical standards for business. Unethical business practices are also being punished more severely than ever, while ethical behavior is greatly rewarded. A deeper understanding of business ethics helps us make suitable decisions. By actively cultivating the good character of its staff a company can benefit itself and relevant individuals.

d. The application of discussions of business ethics in life is interesting, practical, and of real help to an individual. For example, it helps us make ethical decisions at important moments, learn more about **unscrupulous** sales practices, and enables us to make wise choices in daily life.

### **Task 1**

**Match the words 1-5 from the text above with the meanings a-e**

1.increase

2.benefit

3.relevant

4.issue

5.unscrupulous

- a. (adjective) willing to do things that are unfair, dishonest, or illegal.
- b. (verb) to get help or advantage from something.
- c. (verb) to become larger in amount or number.
- d. (adjective) directly connected with and important to what is being discussed or considered.
- e. (noun, countable) a subject that people discuss or argue about, especially relating to society, politics etc.

## Task 2

**Translate these sentences giving particular attention to the underlined words.**

1. "Our costs increased dramatically over the last decade".
2. «The system mainly benefited people in the south of the country".
3. "Once we have all the relevant information, we can make a decision".
4. "He is unscrupulous in his business dealings".
5. "The subject of cloning raises complex ethical issues".

## Questions (1):

1. Why is it so important to study and discuss ethical issues in business and economics?
2. Give a few examples how a deeper understanding of ethics in business and economics helps us.

## PART 1

### Analyzing business behavior using the principles of normative ethics

#### a. Act-utilitarianism

The validity of a business activity is determined through studying its consequences. If the behavior brings happiness to the greatest majority of people, or pain to the least



minority, the action is determined to be right; otherwise it would be wrong.

### **b.Rule-utilitarianism**

Rule-**utilitarianism** considers not the good/bad effect brought about by individual behavior, but rather whether obeying the rule would bring happiness to the greatest majority. Say, for example «not manipulating the price» would bring happiness to the greatest majority. Even if a certain company **manipulates** the pricing occasionally to bring happiness to a great majority, it would still be wrong as such occasions violate the rule of «not manipulating the price».

Utilitarianism measures benefits or costs from a macro perspective; for example, profits can include environmental quality, national health, international ranking, time and culture.



### **c.The principles of duties and rights in Deontology**

According to deontology, all people should enjoy certain rights since birth, whether these rights would bring greater social benefits. These rights are thus **intrinsic** values. Each person has the right to freedom and equality, and each has a moral duty (responsibility) to treat others in ways that are free and equal. For example, the owner of a certain fruit shop sells rotten apples at high price. When he asks himself his reason for doing so (for example: I got these apples because I was deceived; it is thus right for me to do the same to others), he should ask himself whether he would mind being deceived for the same reason. Ordinarily, people do not wish to be deceived by others. The owner is certainly angry about being deceived, and so he should not do the same to his customers.

Deontology demands us *to treat people as the ends rather than the means*. Morally, we should not use others as the means to achieve our end. In doing

business we should respect other's rights such as dignity, freedom and equality; these rights are intrinsic and unconditionally given. Deontology is based on two major values: the first is respect, i.e. respecting the rights of others; the second is the capacity to choose, meaning that other people has the right to access all information and make independent choices rationally.

For example, when an accident broke out a nuclear power station, the management must not neglect the dangers the staff was under. They must respect the staff`s right to information, and should not **coerce** the staff to do dangerous work, as freedom and equality are the core values of humanity (what it means to be human). We should respect the rights of everyone unconditionally – this is an end in itself, something to be preserved no matter the cost. The management should convey in full the danger of the work to the staff, so that the latter can make free choices.

Deontology influences business ethics in important ways. For example, modern business ethics believes that consumers enjoy certain rights, which may be prescribed by law or defined by customs. Modern society generally recognizes the four major rights of consumers, which include the right to freedom of choice, the right to information, the right to product safety, and the right to complain.

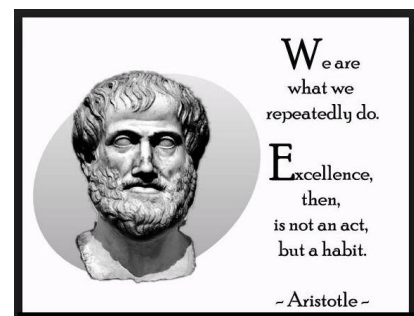
## VIRTUE THEORY

- Aristotle, an early Greek Thinker/Philosopher proposed one of the most influential theories of ethics called Virtue Theory. According to this theory “virtues” or “morally good habits” develop only through **training and repetition**.

be naturally inclined to display ethical behavior. When training staff, companies often emphasize on training the values of the staff, to ensure that they fulfill the character requirements of the company, for example «devotion to work», «integrity», and «care».

## d.Theory of Virtues

Theory of **virtues** reminds that when discussing business ethics, the focus should be on a person`s moral **integrity** rather than training for moral judgements. We should focus on cultivating virtues, as a virtuous person would



### **Task 3**

**Match the words 1-6 from the text above with the meanings a-f**

1. manipulate
2. utilitarianism
3. intrinsic
4. coerce
5. a virtue
6. integrity.

- a. (adjective) relating to the essential qualities or features of something or someone.
- b. (noun) a good quality or habit that a person has, especially a moral one such as honesty.
- c. (noun) the belief that something is morally right if it helps a majority of people.
- d. (noun) the quality of always behaving according to the moral principles that you believe in, so that people respect and trust you.
- e. (verb) to influence someone or to control something, in a clever or dishonest way.
- f. (verb) to make someone do something by using force or threats.

### **Task 4**

**Translate these sentences giving particular attention to the underlined words.**

1. "He knows how to manipulate an audience".
2. "Patience is not one of my virtues".
3. "She had a reputation of honesty and personal integrity".
4. "Providing good service is intrinsic to a successful business".
5. "He claims he was coerced into admitting his guilt".

### **Questions (2):**

1. What is "right" and "wrong" from the point of view of Utilitarianism?
2. Can you explain Deontology demand "treat people as the ends rather than the means"?

3. What are two major values Deontology is based on?
4. Name four major rights of consumers from the point of view of Deontology.
5. Does Theory of Virtues deal with moral judgements or rather with personal characteristics of a man? What is its main idea?



## Theories for Business and Economics

### a. Social contract theory

Social contract theory promotes that the rights of individual citizens should be protected by the

collective. In the same vein, individual citizens have the duty to protect the rights of others. In order to co-exist peacefully, individuals arrive at consensual agreement through a free and autonomous process, and then each of them willingly gives up a certain natural freedom in exchange for the protection of the collective. Regardless of the personal situation (wealth, family background), each of us gives up an equal amount of freedom and the responsibility of protecting the collective falls to the government.

Commercial organizations can be considered a citizen, and is one of the participants of the social contract. Corporate citizens also give up certain freedoms and take responsibility for the welfare of the entire society. If companies disregard social responsibility and set eyes only on profit, in such ways that damages individual citizens and other corporate citizens, they violate the social contract and should be punished.





## b. Theory of Justice

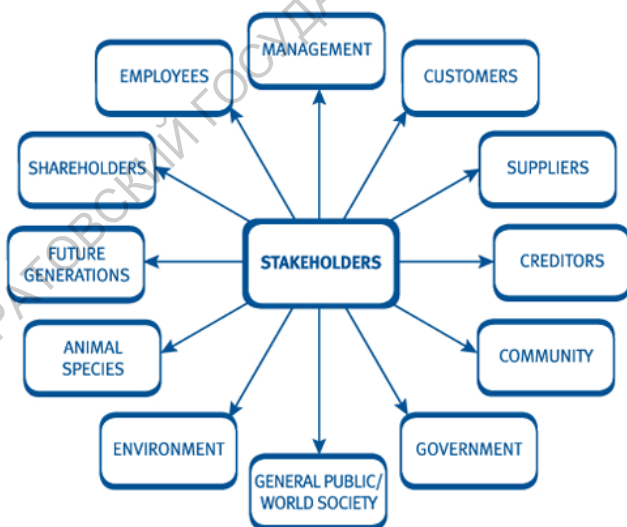
Theory of Justice believes in fairness as justice. In discussing distributive justice, people should, under the premises of freedom, equality, and rationality, agree to follow a method accepted by everyone, to determine the distribution of social resources or social responsibilities. In the society, everyone enjoys equal rights of freedom as everyone else (meaning no one should be entitled to more freedom than others), and everyone's rights should be protected; everyone is also responsible for protecting the rights of others. In case of unfairness, for example when the income between some groups of population differs greatly, the government should support the most **deprived** and distribute resources so that they are benefited the most and that they enjoy equal rights. Also, everyone is entitled to equal opportunities of employment and status, and this is called the principle of equal opportunities.

The scope included in the rights of freedom is broad, including the right to vote, the right to freedom of speech, the right to avoid **unwarranted** arrest, and the right to safety. Protecting the weak resolves social injustice, and allows capable companies to take more responsibilities. For example, larger companies allocate more resources to deal with pollution.

## c. Stakeholders Theory

A company's operations affect not only its owner(s) but also its employees, the consumers, the suppliers, the investors, the government, the media and its competitors. In many aspects, the operations of the company affect

other **entities** in ways far more profound than they do its owners. All those



whose interests are affected by the company are called stakeholders, which may be an individual or a group of people. They may be harmed by, or may benefit from corporate behavior.

When making decisions, the company management should not concern themselves with the interests of **shareholders**, but also protect and respect the interests of other **stakeholders**. To take matters one step further, a company can invite various stakeholders to be a part of the company's decision-making process so that the latter may better protect their own interests. The company should not **undermine** the interest of stakeholders and take responsibility for the consequences their actions have on the stakeholders, and when necessary, make compensation.

### **Task 5**

**Match the words 1-5 from the text above with the meanings a-f**

1. deprived
2. unwarranted
3. entity
4. shareholder
5. stakeholder
6. undermine

- a. (noun) someone who owns shares in a company.
- b. (adjective) not having the things that are essential for a comfortable life.
- c. (noun) someone who has an interest in the success of a plan, system or organization.
- d. (verb) to make something weaker.
- e. (noun) a separate unit that is complete and has its own character.
- f. (adjective) not fair or necessary.

### **Task 6**

**Translate these sentences giving particular attention to the underlined words.**

1. "Deprived children tend to do less well at school".
2. "The two countries fought for the right become separate entities".
3. "This is an unwarranted invasion of my personal privacy".
4. "The shareholders of the European Investment Bank are the 28 Member States of the European Union".
5. "Citizens should be stakeholders in the society they live in".
6. "She tried to undermine my authority by complaining about me to my boss".

### **Questions (3):**

1. Can you explain the idea of social contract?
2. Who are individual and corporate citizens?
3. How do you understand the term "distributive justice"?
4. What should the government do when the income between some groups of people in the country differs greatly?
5. What is Stakeholders Theory about?
6. What is the difference between stakeholders and shareholders?

## Economy, market, ethics

In economics the market can be defined simply as a place for completing **“transactions”** meaning the place where the two parties engaged in the transaction exchange goods or currency. One may categorize the market into three archetypes according to the relationship between the parties engaged in transactions:

- Perfect Competitive Market;
- Perfect Monopoly Market;
- Oligopoly Market

Most markets in the real world are between Perfect Competitive Market and Perfect Monopoly Market.

### Perfect or Pure Competition

- Large number of firms
- Homogeneous product
- Easy entry / exit
- No market power
  - Price taker
- Perfect Information
- Examples
  - Agriculture (wheat, corn)



### a. Perfect Competitive Market

A perfect competitive market features an **abundance** of buyers and sellers, and the actions of a single individual cannot affect the price, supply and demand of goods in the market. Both the buyer and the seller have total

freedom to choose to buy, sell or manufacture products. The supply and demand of products soon reach an **equilibrium**, where the highest price the buyer may be willing to pay is the lowest price where the seller is willing to accept; and the amount of products produced and consumed are the same – no waste is generated. A perfect competitive market only exists on a theoretical level; it does not happen in the real world.

## b. Perfect Monopoly Market

### Monopoly

- One firm
- Unique product
- Blocked entry
- Market power
  - Price maker
- Examples
  - Local utilities



The opposite of a Perfect Competitive Market is a Perfect Monopoly Market. There is only one producer and other producers cannot enter the market for reasons such as high costs of opening a factory or legal restrictions. Without other choices, the consumers passively accept the products

and pricing offered by the sole producer. In ordinary **circumstances**, the producer in a Perfect Monopoly Market raises the prices to **reap** the benefits of being a monopoly.

## c. Oligopoly Market

An Oligopoly Market is similar to a Perfect Competitive Market. In such markets there are only a few producers; other producers, for various reasons – legal restrictions or high costs – cannot produce in the market. Because only a few producers are controlling the market, each

has a **decisive** influence over the pricing and production volume of the entire trade; they control the supply of the trade. Because raising the prices brings great benefits, the few oligopolies often work together to manipulate the prices.

### Oligopoly

- A few large firms
- Standardized or differentiated products
- Significant barriers to entry
- Market power
  - Interdependent
- Examples
  - Steel, Oil
  - Automobiles



### Task 7

**Match the words 1-6 from the text above with the meanings a-f**

1. transaction
2. abundance
3. equilibrium
4. circumstance
5. reap
6. decisive

- a. (noun) a situation in which there is a balance between different forces or aspects.
- b. (noun) a fact or condition that affects the situation.
- c. (verb) to cut and gather a crop.
- d. (noun) the action or process of buying or selling something
- e. (noun) a very large quantity of something.
- f. (adjective) making the final result of a situation completely certain.

### **Task 8**

**Translate these sentences giving particular attention to the underlined words.**

1. "Business leaders demanded immediate and decisive action to end the dispute".
2. "The lake attracts an abundance of wildlife".
3. "The sale of goods is the most common form of commercial transaction".
4. "...a situation in which supply and demand are in equilibrium".
5. "You reap what you sow". (a proverb).
6. "Under no circumstances we will agree to splitting up the company".

### **Questions (4):**

1. Name the main features of Perfect Competitive Market.
2. What are the disadvantages of Perfect Monopoly Market?
3. What is the difference between Perfect Monopoly Market and Oligopoly Market?  
What do they have in common?



### **Commenting on different markets using normative ethics**

#### **a. Utilitarianism**

From the view of Utilitarianism, a Perfect Competitive Market creates the greatest benefits as the buyer has complete right to choose and access to full market information. This is why the seller must use the most efficient way to

produce, minimizing the costs while maximizing product quality in order to attract buyers. The buyers can as a result obtain the best goods at the lowest prices.

From the principle of Utilitarianism, producers in a Perfect Monopoly or Oligopoly market do not create the greatest benefit, because the seller needs not produce at the highest efficiency in order to enjoy the benefits, and the buyer, having little choice, has to purchase the goods at high price. Because competition is lacking, the seller has no motive to improve on the quality and technological level of the product. This translates into less benefit for the society as a whole.

### **b. Deontology**

According to Deontology, a Perfect Competitive Market ensures the greatest freedom of choice, **autonomy** and access to information for the consumers. All purchasing activities happen voluntary and thus the rights of the consumer are perfectly respected.

According to Deontology, a Perfect Monopoly or Oligopoly market does not guarantee the greatest freedom of choice, autonomy and access to information for the customer. If the product is a necessity, all purchasing behavior occurs in an involuntary situation and the rights of the consumer are not respected. Meanwhile, the seller may manipulate market pricing and the consumer loses the freedom of choice. If the product is not a necessity, the consumer may not be forced to spend money but he/she has lost the right to choose.



*Perfect Monopoly or Oligopoly brings about a little economic benefit and a lot of ethical issues. This is why modern societies would pass anti-monopoly laws (or fair-competition laws or anti-trust laws) to force monopolizing companies to down-size or impose penalties on them, so as to protect the interests of consumers and the society.*

### **Questions (5):**

1. Which is good for customers: Perfect Competitive Market or Monopoly/Oligopoly Market? Which is good for producers and sellers?
2. How can Competitive Market improve business?

3. How can Monopoly/Oligopoly companies spoil economics?
4. How are the rights of consumers provided in Competitive Market and Monopoly/Oligopoly Markets?

## **Commenting on different markets using business ethics**



### **a. Theory of Justice**

According to the Theory of Justice, everyone is entitled to the equal amount of freedom as everyone else, meaning that no one is entitled to more freedom than another person. In a Perfect Competitive Market, everyone has the right to decide the pricing and amount and the goods without being subject to the interference of other non-market force. This is an advantage. However, in a Perfect Competitive Market, the weak are naturally edged out and have no room for survival, and this is a disadvantage. Overall, the Theory of Justice places higher importance on equal rights of freedom, thus a Perfect Competitive Market is acceptable.

According to the Theory of Justice, a Perfect Monopoly or Oligopoly market is characterized by inequality. Only large companies remain in business in the market, and often through anti-competitive behavior (for example price-fixing) they obtain unreasonable profit. The consumer, in turn, pays more to buy the products and is deprived of the right to choose. This creates an injustice for them (unfairness) and this is thus unjust and unethical. The government should interfere to maximize the rights of freedom of the general population.



## CAPITALIST JUSTICE

### ➤ PURITAN ETHIC

- The view that every individual has a religious obligation to work hard at his or her *calling* (the career to which god summons each individual).

### ➤ WORK ETHIC

- The view that values individual effort and believes that hard work does and should lead to success.

### ➤ PRODUCTIVITY

- The amount an individual produces or that a group produces per person.



## b. Capitalist Justice: Economic Liberalism

Capitalist Justice believes that people should be awarded benefits according to their contributions. For example, the amount of **remuneration** for an employee should be set

according to the volume of business he/she brings in – the more one earns, the more one is rewarded. Adam Smith <sup>1</sup> believed in a free market as the most efficient model of operation for an economy. The less the interferences on the market, the more individual freedom one can enjoy. This is why the government should refrain from interfering with free market economy and allow the market to operate by itself **laissez-faire**. The role of the government is to provide basic public goods (such facilities as roads, canals, schools and bridges) that private organizations are unwilling to provide, or to maintain social order and the rule of law.

Since Perfect Competitive Market is the most beneficial, according to Economic Liberalism, a Perfect Competitive Market is in the right. As Perfect Monopoly or Oligopoly Market discourages competition and lowers efficiency, it is considered to be in the wrong. If there is monopoly in the market, the government should interfere to ensure competition **thrives** in the market.

### Questions (6):

1. What are advantages and disadvantages of Perfect Competitive Market?
2. What is the main idea of Capitalist Justice about remuneration for an employee?

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<sup>1</sup> Adam Smith (1723-1790) a Scottish economist, philosopher and author. He was a pioneer of political economy. He is best known for two classic books “The Theory of Moral Sentiments” and “An Inquiry into the Nature and Causes of the Wealth of Nations”.

3. What is the Government role to maintain free market economy?

### **Task 9**

**Match the words 1-6 from the text above with the meanings a-f**

1. autonomy
2. remuneration
3. laissez-faire
4. beneficial
5. discourage
6. thrive

- a. (noun) a situation in which a person, a state, a region, or organization is independent and has the power to govern itself.
- b. (adjective) something that has a good effect or influence on someone or something.
- c. (verb) to become very successful, happy, or healthy.
- d. (verb) to try to prevent something from happening.
- e. (adjective) this kind of policies allow companies and the economy to operate without government control.
- f. (noun) payment or other rewards that you get for your work.

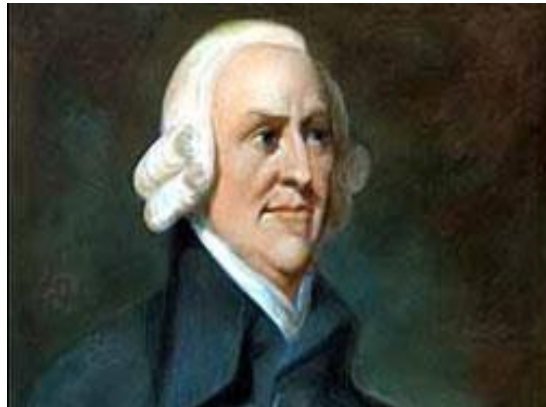
### **Task 10**

**Translate these sentences giving particular attention to the underlined words.**

1. "Rebel leaders are demanding autonomy for the region".
2. "We hope the bad weather won't discourage people from coming along".
3. "The players are demanding increased remuneration for their services".
4. "Children thrive when given plenty of love and attention".
5. "One or two glasses of wine a day can be beneficial".

## Helping the Poor and Fair Trade

### The importance of helping households in poverty



"No society can surely be flourishing and happy, of which the far greater part of the members are poor and miserable."

-Adam Smith

- Caring for the population in poverty is a shared value for all major religions and races in the world.
- According to the theory of social contract, as a corporate citizen, companies have the duty to help a region's **underprivileged**.
- Human life has **unsurpassed** value. According to justice theory, we have the duty to help the impoverished households in the society so that they enjoy the same rights as others. Those who are particularly unable to improve their quality of living are most deserving of our assistance.
- According to Utilitarianism, helping to lift impoverished households out of poverty would help promote overall social wellness and minimize social cost. Helping impoverished households would raise their income and hence promote expenditure. Meanwhile, offering them better education would help promote overall production value. Also, companies can help the impoverished population through profitable means.
- According to Utilitarianism, a society with too many impoverished households is prone to instabilities. Helping these households would promote overall social wellness.

## The reality of poverty

Impoverished households, lacking recourses for quality living, have no means for either adults or children to receive good education. This would undermine their chances of contact with other people,



making them feel isolated, ashamed, thus affecting their upward mobility.

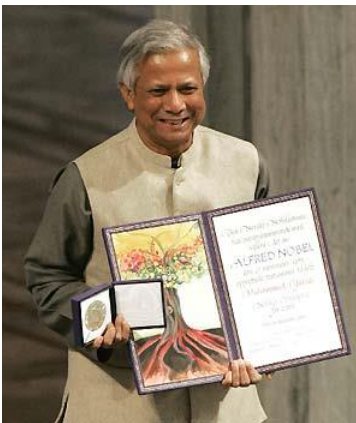
The result would be cross-generation poverty in households.

- Impoverished population does not have access to equal rights as others in the modern society. They have no knowledge of the latest information technology, nor do they have the time to spend with their children. Because of economic pressures, they cannot participate in policies and use political means to protect their own benefits. They find it difficult to use the bank`s loan services and other services.
- Since the 1990s with economic transformation and the growth of globalization, the working population has become increasingly polarized. High-skill, highly educated jobs rose rapidly in income and low-skill jobs rose slowly in income. This **aggravated** the poverty gap. Meanwhile, low-skill jobs are rapidly disappearing, leading to rise in the unemployed population.
- With the high land prices, without public housing welfare the rents often take up over one-third of the income of low-income individuals. Impoverished households are thus often left with little money to improve on themselves. Meanwhile, impoverished households find it difficult to improve their lives through running their own business.

## How companies can help eliminate poverty

### Example 1

*The Grameen Bank*, headquartered in Bangladesh, has been running a rural bank scheme since the 1970s and has granted loans to countless impoverished villagers, particularly to women, helping to lift them from poverty. One example is a loan of US\$245 the Grameen Bank granted to a villager for buying a mobile phone; the loan was returned in two years. Originally, the villager planned on one-time lump-sum repayment, but he earned double the amount of the loan by **leasing** the phone to others over the 2-year period. The earned income not only helped repay the loan but also gave him an income of US\$2 dollars per day. The income may seem insignificant, yet four-thirds of working individuals in Bangladesh was earning less than this!



The Grameen Bank (Bengali: গ্রামীণ বার্ক) is a microfinance organisation and community development bank founded in Bangladesh. It makes small loans (known as microcredit or "grameencredit") to the impoverished without requiring **collateral**. The name Grameen is derived from the word "gram" which means "rural" or "village" in the Bengali Language. In 2006, the bank and its founder Muhammad Yunus were jointly awarded the Nobel Peace Prize.

### Example 2

Ethiopia is famous for producing high-quality coffee. Exporting coffee takes up a crucial part of the economy in Ethiopia.

The community has centuries in organic, forest-based coffee cultivation.

In the mid-1970s a cooperative was set up in Ethiopia to support market access and industrial development. Due to a number of factors such as low market opportunities and irregular prices, inadequate working capital, outdated machines and poor networking, the cooperative closed down. This forced its members to sell their coffee produced to private companies at a cheap price.

Daniel Haro cultivated coffee as his job. However, the annual income was too



World Vision

little to be able to feed, medicate and provide for his large family (seven children). To provide for his family as well as keep the children in school, Daniel had to borrow some money from lenders with an interest rate as high as 100%.

In 2006 *World Vision Ethiopia*<sup>2</sup> launched *Kochore Coffee Farmers` Cooperatives Revitalization Support Project* to improve community livelihoods, access to good food and health, education, markets and other social services, and to strengthen coffee farmers cooperatives. The cooperatives has received organic and fair trade certificate, have increased the amount of coffee produced and helped to provide its members with various kinds of training including agriculture best practices and nursery management<sup>3</sup>.

The improvements in coffee production have created stronger market demand. Members of the cooperatives are selling their coffee at high price. The opportunity of selling their coffee at a higher price has given them the chance of buying more plots of land and producing more coffee.



In addition to his coffee crop, Daniel Haro now has avocado and banana fruit trees in his compound and rearing sheep. "My days of despair are gone. I no longer visit local **moneylenders**. I am able to adequately feed and medicate my family and provide my children's scholastic needs," Daniel happily explains.

### Defining Fair Trade

Because of issues of knowledge and market structure, impoverished nations carry large numbers of labour and producers. Their interests are deprived layer-upon-layer by many intermediaries, such that they have been unable to lift themselves out of poverty. The establishment of fair trade aims mainly to help them to seek greater fairness in international trade



<sup>2</sup> <http://www.wvi.org/ethiopia/launched>

<sup>3</sup> Уход за питомниками плодовых деревьев

through mutually-respecting trade partnerships<sup>4</sup>.

### **Mode of operation**

- Buying the products of the producer at a “fair” price through certificated distributors;
- Through fair trade channels of distribution, the product is delivered to consumers who treasure this value.

### **The characteristics of Fair Trade**

- A strategy of *sustainable development* and poverty alleviation<sup>5</sup>;
- Fair trade means treating trade partners as equals and on the basis of mutual respect, based on transparent modes of management and business relations;
- Fair trade helps develop the independence of producers, through such ways as training the producers and improving the market organization, management skills and uncovering market potential;
- Fair trade features prices higher than normal market prices, but the consumers are willing to pay the extra. It is because this price includes not only the cost for production but also fulfills the principles of social justice and environment protection. Fair Trade offers producers fair rewards and upholds the principle of gender equality;
- Fair Trade offers producers a healthy and safe work environment. If children are a part of production, their growth, safety and education must be ensured; the children`s rights must also be in line with United Nations Convention on the Rights of the Child;
- Fair Trade encourages environment-friendly practices and responsible means of production;
- The fair trade system covers many types of goods the variety of which is increasing by the day, for example bananas, honey, coffee, oranges, cotton, fresh fruits and vegetables, rice, wine.



### **Questions (7):**

<sup>4</sup> For more details read <https://www.fairtrade.net/>

<sup>5</sup> Снижение масштабов нищеты

1. Can you name any substantial reasons to help poor people?
2. Can you name a few factors of poverty?
3. What is the main idea of a rural bank scheme designed by The Grameen Bank?
4. What factors forced Ethiopian Farmers` Cooperatives to close down?
5. What was the main aim of Fair Trade Certification? What kind of benefits does it give to farmers from poor regions?

**Reference:**

**Sustainable development**

is the development of a country or a region that does not use more natural resources than can be replaced and so does no harm the environment.

**The Sustainable Development Goals (SDGs)**, otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.



**Task 11**

*You see 17 goals of Sustainable Development Strategy. Choose two or three goals and try to explain them.*

**Task 12**

*Match the words 1-6 from the text above with the meanings a-f*



1. unsurpassed
  2. underprivileged
  3. aggravate
  4. take up
  5. collateral
  6. moneylender
- 
- a. (noun) property that you agree to give to a bank if you fail to pay back money that you have borrowed.
  - b. (verb) to make something bad become worse, especially a situation or a medical condition.
  - c. (noun) a person or organization that lends money to people, especially at a high rate of interest.
  - d. (adjective) better than everything or everyone else in a particular way.
  - e. (phrasal verb) to fill a particular amount of space or time.
  - f. (adjective) not having as many advantages or opportunities as most other people.

### **Task 13**

**Translate these sentences giving particular attention to the underlined words.**

1. "Twenty miles north you`ll find a coastline unsurpassed in its beauty".
2. "She had been involved in the development of a school for over 130 underprivileged young people".
3. "Falsehood will only aggravate your guilt"; "This medicine aggravates the pain".
4. "These files take up a lot of disk space".
5. "He secured a loan using his house as collateral for a loan".
6. "He was unable to repay his debts to the moneylender".

## Marketing and advertising issues



When making marketing decisions a company needs to make considerations in four major areas – called the 4Ps. The 4Ps include product, price, promotion and place, and each of these aspects may involve ethical considerations, e.g.,

whether a product is safe. The advertisement is an act of **promotion** and it is also the part that usually generates more ethical arguments in the marketing process.

### Ethical consideration when making marketing decisions

A customer is an important stakeholder of the company. According to stakeholder theory, the company has three courses of action toward the customer:

#### a. Immoral

- Treats the customer as a target for exploitation, maximizing individual and organizational benefits through such exploitation;
- Does not advocate a style of following ethical standards in operations, and instead of often **deliberately** tricks or misleads customers;
- All marketing decisions, including advertising, pricing, packaging and distribution are made in order to take greatest advantage of the customers.

#### b. Unethical (but legal)

- The management does not make decisions or take actions from an ethical perspective, but only make decisions based on the principle of “making a profit while staying within the law”;
- The management has no concern for the principle of fairness that values the customers, but only focuses on the interests of the management.

#### c. Ethical

- Treats the customer as equal partners in the transaction;

- The customer specifies the needs and expectations of the transaction, and is treated fairly;
- The company's decision concerns the provision of fair prices, full access to information, reasonable protection and satisfaction to customers;
- Fairly interprets and respects the rights of the consumer;
- Actively compensates the losses of the customers.

Also, from the perspective of social contract theory or deontology, companies have an ethical responsibility to protect the rights of the consumers. Once a consumer has purchased a certain product, the company is under contractual **obligation** to treat the consumer fairly. The company should not only treat consumer as a source of profit, but should actively protect the multiple rights of the consumer.

### Ethical issues related with rights of consumers

Rights of consumers	Ethical consideration
Obtaining safe and effective products	Is the product safe? Are the qualities and the functions in accordance with the description on the label?
Obtaining honest and truthful information	Do the advertisement and way of promotion deceive, mislead and threaten consumers? Do the advertisement and way of promotion involve any <b>discrimination</b> and any undue stereotypes?
Respecting personal privacy	Does the promotion invade privacy?
Paying fair and reasonable prices	Is there any price manipulation when enterprises set the price? Do the enterprises gain excessive profit?

### Questions (8):

1. Can you give any examples of immoral course of action towards the customer?
2. Can give an example of unethical but legal course of behavior towards the customer?
3. What does ethical behavior towards the customer include?
4. What are the major customer rights?

## **Ethical Consideration When Deciding Advertising Strategies**

### **a. The Definition of Advertisement**

**Advertising** is the broadcast of messages through a suitable media to a target audience through paid means by an organization or an individual, aiming at reaching intended effects. These effects may include consumption, image building etc.

### **b. Types of advertisements**

- *Commercial advertisements:* Commercial advertisements aim at selling products and mainly provide consumers with information on commercial products.
- *Cultural advertisements:* Advertisements that aim at conveying information about science, education and news and publishing.
- *Social advertisements:* advertisements that provide social services, for example welfare, medicine and health, social security, or the seeking of marriage partners, lost persons, lost items and new employees.
- *Government announcements:* announcements made by Government departments, which also carry an advertising function. For example: public information released by public departments involving security, traffic, legal, financial, taxation, commercial and industrial, and public health.

### **c. Aims of Advertisements**

Advertisements aim at achieving three levels of purposes, including communication of information, convincing the consumer to make purchases and constructing certain values.

### **d. The Value of Advertisements**

- **Economic value:** advertisements may encourage spending and bring in income for companies. Effective advertisements also help lower costs. The advertising industry is an important one and has generated many jobs

opportunities.

- Cultural value: advertisements influence the society and shape consumption trends. Advertisements guides the mind-set, psychology and behavior of consumption, for example the **proliferation** of whitening skincare products in Asia shapes the appreciation of Asians for whiter skin; such skincare products would take up over 50% of the cosmetics products market. Also, the abundance of advertisements featuring skinny fashion models would create a slimming trend in the society.

#### **e. Positive Influences**

- Certain voluntary groups would convey positive messages/values in their advertisements. From the advertisement "Life is full of hope" we have learnt that one should face life situations positively.
- Advertisements can educate the public about new knowledge and new technologies, open up one's horizons and keep one's mind active.
- Advertisements bear aesthetic functions and values. They satisfy the aesthetic needs of the consumers.

#### **f. Negative Influences**

- The advertising slogans are concise, catchy and impresses upon people easily. However, if the language used is vulgar or of the messages conveyed are unwholesome, it would violate the sensibilities of the public and easily mislead people, particularly youths. For example, many years ago the slogan of one advertisement was "Do whatever you want!" Upon airing the advertisement sparked off intense social debate. Later, it was modified as "Do what you should!"
- Advertisements have the function of conveying values. Positively speaking, important values like "you can live only once" which teaches people to value life are inspiring; on another hand advertisements may convey negative values, for example, **hedonism**. Take hedonism as an example, many advertisements encourage youths to focus on possession of material wealth, which is the solution to all problems and the way to gain respect. Such advertisements distort the human values and advocate the undesirable trend

of youth chasing after fashion brands and leads to the commercialization of life. Many advertisements contain violent content and sexual connotations and are detrimental to the physical and psychological development of youths.

- Different companies, to sell the same products would launch a diversity of similar advertisements, which, after a period, would group people into archetypes. For example, large amounts of slimming advertisements would give the false impression that bony equals healthy. Wrong archetypes would bring undesirable social consequences, for example a young woman, to keep a slim physique, neglects to eat and suffers malnutrition.



Advertisements have a deep impact on the formation of our values. This is why in many countries and regions around the world advertisements are monitored so that they do not bear negative influences for our children.

#### Example



DOVE once aired an advertisement for a showing cream. In the picture were three female models – African American, Latin American and white from left to right. On the back of the three models were labels of "before use" and "after use". DOVE was accused of racial discrimination because it hinted at the "whitening" of skin in dark-skinned races after use of their products.

#### Questions (9):

1. Can you name four types of advertisement mentioned in the text?
2. What are the main goals of advertisement?
3. How does advertisement influence economics?
4. How does advertisement form cultural values?
5. Can you name some positive effects of advertisement?
6. Can you name any negative effects of advertisement?

### **Task 14**

**Match the words 1-6 from the text above with the meanings a-f**

1. Promotion
2. Deliberately
3. Obligation
4. Discrimination
5. Proliferation
6. Hedonism

- a. (noun) a sudden increase in number or amount
- b. (noun) unfair treatment of someone because of his or her religion, race or other personal features.
- c. (noun) pleasure-seeking.
- d. (adverb) with a definite intention, not by chance or by accident.
- e. (noun) the process of attracting people`s attention to a product or event.
- f. (noun) something that you must do for legal or moral reasons.

### **Task 15**

**Translate these sentences giving particular attention to the underlined words.**

"The campaign was concerned with the promotion of health products".

"You did that deliberately, just to annoy me".

"The firm has an obligation to its customers".

"Martin Luther King tried to break down racial discrimination".

"Rumors about the incident proliferated on the Internet".

"It was the end of an age of virtue, as immorality and hedonism intensified".

## Workplace bullying<sup>6</sup>



Workplace bullying of any type is unacceptable. 50% of employees have either witnessed or been a victim of bullying in the workplace. Bullying has a profound impact on workplace productivity and employee morale. Psychologists have compared the effect of bullying on victims

as similar to post-traumatic stress disorder. It destroys creativity, increases employee turnover and spreads like wildfire through organizations – destroying them from within.

### What is workplace bullying?

Bullying is hostile, aggressive or unreasonable behavior perpetrated against a co-worker. Bullies use these behaviors simply to **embarrass** and humiliate or to expand their power or influence. Bullying can be **peer-to-peer** or it can be perpetrated by managers or supervisors who take advantage of their positions of power. Bullying can be physical, verbal, non-verbal or psychological. It can occur face-to-face, on the phone or online and be perpetrated by groups of employees or by individuals. The following behaviors are considered workplace bullying and are not tolerated in any organization.

- The use of inappropriate language, put-downs, insults and name-calling.
- Taunting, teasing or making jokes about a co-worker when the intent is to embarrass and humiliate.
- **Sabotaging** another employee's work or copying, plagiarizing or stealing work from a co-worker and passing it off as your own.
- Deliberately isolating or excluding a co-worker from work related activities.
- Yelling, screaming, **sarcasm**, or other verbal abuse with the intent to threaten, intimidate or humiliate.
- Menacing a co-worker with threatening looks, gestures and body language.
- Unreasonably creating conflict or refusing to work with a co-worker.

<sup>6</sup> [https://www.youtube.com/watch?v=wz\\_hyeK5fBE](https://www.youtube.com/watch?v=wz_hyeK5fBE)



- Physically threatening, shoving, striking or touching a co-worker on a intimidating or inappropriate manner.
- Gossiping or spreading rumors about co-workers
- Planting of false information or using private or confidential information to defame or destroy the reputation of a co-worker.
- Setting unrealistic standards and deadlines which are unachievable or that are arbitrarily changed without notice or reason.
- Giving excessive, unreasonable and unending amounts of work to a subordinate employee.
- Deliberately denying co-workers the resources necessary to do their jobs effectively.
- Ignoring, ridiculing or **belittling** a co-worker`s contribution or deliberately failing to acknowledge his or her good work.
- Giving unjustly negative performance appraisals or taking unwarranted disciplinary action.
- Singling out, treating a co-worker differently, or holding a subordinate employee to different standards than his or her peers.



### **How can you stop workplace bullying?**

It`s simple.

- Treat co-workers with respect.
- Treat co-workers fairly and equally.
- Speak up when you witness bullying.
- Any witness or victim of workplace bullying should report the conduct to management or human resources.
- The best way to eliminate bullying in the workplace is to remember the “golden rule” – treat co-workers exactly as you would like to be treated – with dignity, respect, fairness and equality.

After all, all employees deserve a workplace where they can do their jobs to the best of their abilities – a workplace free of fear and full of respect.

### **Task 16**

**Match the words 1-6 from the text above with the meanings a-f**

1. Embarrass
  2. Sabotage
  3. Sarcasm
  4. Belittle
  5. Peer
  6. Human resources
- 
- a. (verb) to deliberately stop someone from achieving something.
  - b. (verb) to say or think that something or someone is unimportant or not very good.
  - c. (noun) someone who belongs to the same social or professional group as another person.
  - d. (noun) the department within a company that is responsible for employing and training people, and for looking after workers who have problems.
  - e. (verb) to make someone feel nervous, ashamed or stupid in a social situation.
  - f. (noun) saying or writing the opposite of what you mean, or speaking in a way intended to make someone else feel stupid.

### **Task 17**

**Translate these sentences giving particular attention to the underlined words.**

1. "Unexpected laughter embarrassed the speaker".
2. "Fascinating!" said Sheila with sarcasm
3. "Demonstrators sabotaged the conference".
4. "You shouldn't belittle her achievements".
5. "He was respected and admired by his peers".
6. "The new assistant personnel manager has a diploma in human resources management".

## Questions (10):

1. Many of us faced bullying as a child, at school. It is especially painful at that age. Have you ever witnessed any cases of bullying in your life? Did you or someone else take any actions to stop bullying?
2. What about bullying in the workplace? Who is responsible for its elimination?

## PART 2

### CASE STUDY 1

Watch the video.

#### "IT WAS JUST A CARELESS MISTAKE"<sup>7</sup>

Please, follow through the story closely.

David is a Finance Director in the company.



DAVID: (in his office, sitting alone) Finally, **I`m done with the review!** (Linda comes in)

Ah, Linda. What is the matter?

LINDA: David, I would like to report that one of our major customers "Super Private

Limited" has just returned to us most of the shipment of goods delivered to them towards the end of Q4<sup>8</sup> in the last financial year. The total sum of the goods returned is 4.5 million dollars.

DAVID: 4.5 million? That`s going to bring down the sales performance. Okay. Thanks for informing me. I will need to inform the sales director.

LINDA: Okay. I will make the required adjustments for your review.

(David calls the Sales Director, Johnny)

JOHNNY: David, what is the matter?

DAVID: Johnny, listen! "Super Private Limited" has just returned a large amount of goods. It`s 4.5 million.

JOHNNY: About that, I can explain. My staff made a careless mistake. They

<sup>7</sup> <https://www.youtube.com/watch?v=ZwFyASop8nc>

<sup>8</sup> The fourth quarter of the calendar year.

shipped 50,000 units instead of 5,000 units.

DAVID: I will need to adjust the sales figure downwards by 4.5 million dollars then.

JOHNNY: Can you wait till January before **putting through** the sales adjustment instead of putting it through in December? It was just a careless mistake and everybody **is looking forward** to the bonus from our good sales performance.

DAVID: I am afraid not.

JOHNNY: David, please! You know how this adjustment will affect our sales performance. All our bonuses will be badly affected!

DAVID: My bonus will be affected too, but the accounts should always be true and fair.

JOHNNY: I have already reprimanded my staff and the matter is closed. Do not insist on adjusting the numbers and make everyone suffer because of it. We can speak to the CEO<sup>9</sup>.

### **Task 18**

**What would you do if you were DAVID?**

Now let`s review and understand the learning points from this case study:

#### LEARNING POINTS:

- There could be a self-interest threat since the potential adjustment would lower bonuses;
- There could also be an intimidation threat as Johnny said he would escalate the issue to the CEO after David insisted on making the adjustment. David insisted on making the adjustment to the sales in the correct financial period even though this would lower his bonus;
- There could also potential danger that during the annual audit of Revenue Service<sup>10</sup> this mistake will be found and considered as a fraud and the company and its staff will be punished by imposing fines on them and severe penalties. (That is also, what David is afraid of.)

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<sup>9</sup> CEO – Chief Executive Officer: the most senior manager in a company who has more authority than anyone else.

<sup>10</sup> Revenue Service – Tax Service

- If Johnny gets the CEO to apply pressure on David, David may consider consulting the Audit<sup>11</sup> Committee or *those **charged with Governance***.<sup>12</sup>
- In the worst case, David may have to consider resigning to disassociate himself from the unadjusted financial statements which would contain misleading financial information.

### Task 19

Explore the glossary, translate the examples into your language.

- ✚ **To be done with** – to have finished dealing with something, so that you do not have to think about it anymore. Example: "Let`s just give them what they want and **be done with it.**"
- ✚ **To bring down** – to reduce the rate, level, or amount of something. Example: "Our principal responsibility is **to bring down** the level of unemployment."
- ✚ **To put something or someone through** – to test something or someone in order to make sure everything is working correctly. Example: "The director **put** the business deal **through** very quickly."
- ✚ **To look forward to something** – to feel pleased and excited about something that is going to happen. Example: "She was **looking forward** to seeing the grandchildren again." **Note:** to look forward +ing verb!
- ✚ **To be charged with** – to impose a duty or task on. Example: "He **was charged with** getting this message to the commissioners."

### Task 20

Act out this episode with your partners.

## CASE STUDY 2

Watch the video.

<sup>11</sup> Audit – an official examination of the financial records of a company, organization or person to see that they are accurate.

<sup>12</sup> Другие организации, наделенные государственными полномочиями. (пер.)

### “MOMENT OF TRUTH”<sup>13</sup>

MIKE: So all the little stuff like tie-downs and connectors just go with the count on the invoice. They`re almost never wrong.

DANNY: What about these wireless cards? Count them...

MIKE: Is that the new 600?

DANNY: Yeah. Looks like it. They should be 25 of them here.

MIKE: Cool! Let me see one. (He uncovers the package). Just put down 24. What else is in there?

DANNY: (embarrassed) Uh, uh... there are some flash cards and sound cards. Is that OK? Aren`t they gonna miss that?

MIKE: Don`t worry about it. Just change it to 24...Look! This is...what...your third day here? Tell me this how am I supposed to recommend a product I`ve never even used?

DANNY: What? I don`t know. I...

MIKE: Of course you don`t because it`s not possible! But if I take this home, start using it then I can honestly tell our customers “This is the best wireless card we have to offer”! Get it?

DANNY: Well, I`m...

(JAKE COMES IN)

JAKE: So Nick, how is the newbie doing?

MIKE: Not so good. We were just **gone over** our little product testing plan and he doesn`t seem to be grasping the concept.

JAKE: **What`s the grasp**, Nick? Getting free stuff is one of the reasons I still work here.

DANNY: But..but doesn`t it seem like stealing to you, guys?

MIKE: Oh! Stealing?! From who? If you change it to 24 the store gets a free replacement. The distributor **charges it back** to manufacturer..

JAKE: And the manufacturer **comes out ahead** because when we tell



<sup>13</sup> <https://www.youtube.com/watch?v=7chfmZ469IE>

customers we use these things at home they sell more. Everybody wins.

DANNY: I guess I never really thought of it that way.

MIKE: Trust me. I`ve been doing this a long time. Just change it to 24.

(JOSEPH SPEAKS TO THE AUDIENCE)

Okay. So it is my third day on the job and I don`t know all the company`s policies yet but a product testing plan that requires us to change the invoice....this sounds like a moment of truth to me. So, what`s really going on here? Am I deciding **to go along with it to fit in** or am I deciding to help these guys steal? Okay. So, is it the truth? No, the invoice was correct to begin with. Is it fair to all? Not to the employees who don`t steal and get paid the same wage...and I don`t think Mike would think it was fair if someone was trying to steal from him. Is it free from harm? Well, that`s what Mike claims but somebody`s paying for it either the store or the distributor or the manufacturer. **Somewhere along the line** someone`s losing money. Am I proud to do it? This morning I wanted nothing more than to make a good impression on these guys but...If fitting in means helping them steal then I don`t want anything to do with it.

(JOSEPH COMES BACK TO MIKE AND JAKE)

DANNY: Mike! I can`t sign this.

(DANNY GOES AWAY...Speaks to the audience)

DANNY: I`m not a thief and I don`t choose to become one.

### **Task 21**

**Explore the glossary, translate the examples into your language.**

- ✚ **To go over** – to practice and repeat something in order to learn it. Example: "He said he wanted **to go over** a few things for my report."
- ✚ **To grasp** – to understand something. Example: "He was finding it difficult **to grasp** the rules of the game."
- ✚ **To charge back** – to return money to a consumer by a retailer or a manufacturer. **Chargeback** (noun) is the return of funds to a consumer. Example: "I`ve read an expert`s detailed **chargeback** definition and learned

how they impact merchants and consumers.”

- ✚ **To come out ahead** – to make a profit. Example: “By the end of the year we expect **to come out ahead.**”
- ✚ **To go along with** – to agree with someone or something. Example: “They called him a donkey when he refused **to go along with** their plans.”
- ✚ **To fit in** – to be accepted by a group of people because you are similar to them. Example: “She **fitted in** with her new colleagues straight away.”
- ✚ **Somewhere along the line** – at a stage during a process. Example: “**Somewhere along the line I started** to see the value of my job.”

### **Task 22**

- In this case Danny has already made a decision. How would you behave if you were Danny?
- Have you ever witnessed similar cases in your workplace? Have you ever heard about these cases from your friends or relatives? Describe these examples.

### **Task 23**

**Act out this episode with your partners.**

### **CASE STUDY 3**

Watch the video



#### **“Bullying and respect in the Workplace”<sup>14</sup>**

THE SUPERVISOR TO THE AUDIENCE: For some reason the guys took a dislike to Alan

from the start. Okay, so he`s kind of awkward, doesn`t really know how to fit in. It didn`t take long for them to figure out that he was **an easy target**. They started making jokes **at Alan`s expense**, called him some choice names, hit his tools, hung disgusting stuff in his locker. They all

<sup>14</sup> <https://www.youtube.com/watch?v=XjQxRrlbP2w>



seemed to think it was real funny.

I wouldn't go along with it. I tried to be friendly with Alan so he didn't **feel** totally **cut off**. I told the guys to stop but they kept doing it. Finally, I had to confront them and make them listen to me.

THE SUPERVISOR TO THE GUYS: Fellas! Stop at Alan! It's not cool. (I started by telling them clearly that I thought what they were doing was wrong.) It's really time to grow up, guys. (I told them that Alan didn't deserve what they were doing to him.) I used to be proud to work with you guys. What happened? All his trying to do is get his job done. You know, I feel like he's being constantly harassed while he's doing. (I told them they had to stop now or I would take it to the next level).

THE FIRST GUY: Bro!<sup>15</sup> You don't have to do all that. He's just been having a little fun.

THE SECOND GUY: I guess it means not much you would just... We'll stop.  
The supervisor: Good! It does.

THE FIRST GUY: Whatever you say, man.

(EVERYONE IS SHAKING HANDS)

THE SUPERVISOR TO THE AUDIENCE: If you go along with it and don't say anything it's just as bad as if you're doing it yourself. But if you do say something you can **make real difference**. When you're right - you're right and they'll know it.

### **Task 24**

**Explore the glossary, translate the examples into your language.**

- ✚ **An easy target** – someone who is easy to criticize, cheat or steal from.  
Example: "Tourists are often **easy targets** for thieves."
- ✚ **At one's expense** – to the harm of someone. Example: "I was furious when I heard the other kids telling jokes **at the expense** of my little brother."
- ✚ **To feel cut off** – to feel isolated. Example: "I'm beginning to **feel** totally **cut off** from the world."
- ✚ **To make a difference** – to have an important effect on something, especially

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<sup>15</sup> Друг, братан.

a good effect. Example: "This scheme will certainly **make a difference** to the way I do my job."

### **Task 25**

- Can you give an example of this kind of bullying that you witnessed in your school days or maybe later?
- Who is responsible for stopping this kind of bullying? At school. In the workplace.

### **Task 26**

**Act out this episode with your partners.**

## CASE STUDY 4

Watch the video

### **"Managing the workplace bully"<sup>16</sup>**

THE MANAGER TO THE AUDIENCE:

I never understood why Gina had such a bad attitude. She **was mad at the world**. She seemed to get real satisfaction from humiliating her co-workers.

SHANNON (TO GINA): Gina, I have a question about my vacation pay.

GINA: Read the policy.

SHANNON: Yes, but...

GINA: I`m not going **to figure out** for you what you can figure out for yourself!

SHANNON: I don`t understand why I only got...

GINA: I am NOT going to explain it again! This conversation **is over**.

THE MANAGER (TO THE AUDIENCE): My problem: Gina was indispensable, a real hard-worker. She knew our systems better than anyone and she assumed a lot of the responsibilities that I didn`t want to have to take back. But she didn`t see teamwork or helping her co-workers as part of



<sup>16</sup> <https://www.youtube.com/watch?v=ZtFuDilQzpE>

her job.

GINA (SPEAKING ON THE PHONE): I`ll let you know if anything changes but I highly doubt they will.

THE MANAGER TO THE AUDIENCE: In fact, she **made them afraid** to go to her for anything. The ones who had to work closely with her... well, they didn` t last.

CO-WORKER 1 (TO GINA): I` m...Gina, I forget where do I put last quarters receipts?

GINA: I already answered that question. I don` t have time to go over this again. Next! (Co-worker 2 comes up to Gina). What do you need? (She signs his papers).

THE MANAGER TO THE AUDIENCE: Then one day I realized it wasn` t enough to keep **shrugging it off** saying "That`s just Gina!"

SHANNON: Oh! Someone brought cookies! (She wants to take a cookie but Gina grabs all the cookies and leaves).

THE MANAGER (TO GINA): Gina! I` d like to see you in my office.

GINA: Now?

THE MANAGER: Right now... (In the office) Gina, I wanted to talk to you today because I did notice some issues with you and Shannon. Is there anything you want to talk to me about?

GINA: Maybe she can tell I` m just not super fond of her.

THE MANAGER: I need you **to put your feeling aside** and I need you to treat everyone, especially Shannon with some respect in the office because we are a team. Do you understand what I` m saying?

GINA: Yes.

### **Task 27**

**Explore the glossary, translate the examples into your language.**

- ✚ **To be mad at the world** – to be angry with everyone and everything. Example: "That guy **was mad at the world** because his heart was broken."
- ✚ **To figure out** – to be able to understand something or to solve a problem. Example: "I couldn` t **figure out** what the teacher was talking about."
- ✚ **To be over** – used for saying that a particular event, situation or period of

time has ended. Example: "The meeting **was over** before ten o'clock."

✚ **To make someone do/feel something** – to force someone to do/feel something.  
Example: "This film always makes me cry."

✚ **To shrug off** – to show that something does not worry or upset you. "The administration was willing **to shrug off** the problem."

✚ **To put something aside** – to deliberately not consider something. Example: "They'll have **to put aside** their political differences and find a solution."

### **Task 28**

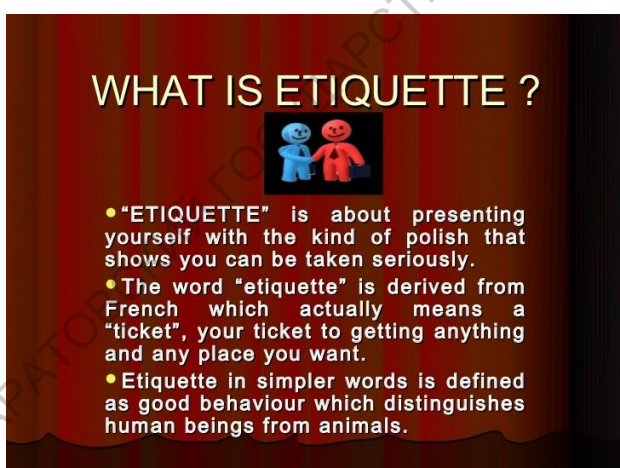
- This is another example of bullying in the workplace. But it differs from the previous one (see CASE STUDY 3). Gina's behavior is the result of her nature. Can personal nature justify this kind of bullying?
- How often do you meet people like Gina at work or visiting private or public institutes? What is the best reaction to these "ginas" (from colleagues, supervisors, clients)?

### **Task 29**

**Act out this episode with your partners.**

## **PART 3**

### **BUSINESS ETIQUETTE**



*Definition of (business) etiquette:*  
Expected behaviors and expectations for individual actions within society, group or class. Within a place of business it involves treating co-workers and employer with respect and courtesy in a way that creates a pleasant work environment for everyone.

### **Practical issues of business etiquette**

Here are some tips on business etiquette (sometimes emotional and funny) collected and written by Carol Roth. She posted "65 Business Etiquette Do's and

Don'ts" given by her trusted experts and entrepreneurs in her blog<sup>17</sup>. Read some fragments from this post and do some tasks.

*Kevin Berchermann of "Triangle Performance, LLC":*

### **On your feet!**

Stand when meeting someone and/or shaking hands. Nothing irks me more than seeing someone meet someone new in a business (or personal, for that matter) setting, and remaining seated while being introduced and/or shaking hands.

Get on your damn feet! Stand up, show a modicum of respect, and pretend like the person you are meeting is of some interest to you at the moment. Anything less is just disrespectful. Is that really how you want to start a new relationship?



*Do you usually stand up while meeting someone or being introduced? Does this point of etiquette concern everyone?*

*Joel Libava of "Franchise Selection Specialists Inc.":*

### **Call back**

If you want to come across professionally (and even classy), return phone calls promptly. It's good business etiquette and besides, it's something that your competitor may not even be doing!



*Do you always call back? In what situations you don't call back?*

Abby Sims:

### **Not using Spellcheck**

ALLWAYS  
CHEK FOR  
SPELING  
ERORS

There is a reason programmers included a spell-check function in our software. Whether it's mail or a hand letter or document, it is imperative that you do not use shorthand or texting acronyms in business correspondence, and for heaven's sake, spell your words correctly. The pinnacle of rudeness is not caring enough

to take the time to make your communications clear and correct.

<sup>17</sup> <http://www.carolroth.com/blog/65-business-etiquette-dos-and-donts/>



*How many mistakes can you find on the yellow sign?*

*Dr. Tom Taylor of "Victory for Leaders":*

### **Get them, Use them, Remember them!**

When you remember the names of those you do business with, you stand out. Why? Because most people don't.

- 1) Get them. How? LISTEN! It's that simple.
- 2) Use them. REPEAT names right back and use them throughout your conversation. Repeat back names in a group and watch the amazement. Try it!
- 3) Remember them. WRITE DOWN your contacts, or get their business cards and write notes on the back (time, place and subject).

Names are gold, so, get them, use them, and remember them.



*Is it difficult for you to remember new names? What do you normally do to remember people's names?*

*Michael Fekkes of "ENLIGN Business Brokers":*



### **Cell Phone Etiquette**

In today's information age, managing emails, text messages, and phone calls takes considerable time. During business meeting, whether at your office, the office of a client, or even lunch, it is important

to recognize that answering phone calls, checking emails, or sending text messages can be very disruptive to the meeting and conveys a message to the participants that they are less important than the party on the phone. Cell phones should be turned off and be out of sight during meetings.



*How do you feel when some of your co-workers or any other people are texting or answering phone calls during conversation?*

*Judith Munson of "Workplace Intimidation":*

### **"The Interrupter". Are you one?**

One of the worst etiquette no-no`s are people who interrupt others either in a business conversation or a presentation.

You`ll be able to recognize the "Interrupters" right away. They`ll be the ones talking louder than other person and it`s all about them.



*Do you have such "interrupters" among your friends? Are you able to interrupt "the interrupter"?*

*Tom Hemphill of "Hemphill Iron Works":*

### **Never disqualify by Appearance**

I`ve made the mistake of assuming a prospective customer was unable to afford what I was selling based on his appearance. I soon learned that dirty pants and boots, and a soiled ball cap actually meant that this guy owned his own farm and had plenty of money to afford what I was selling in my store. I also learned that the guy with the sharp looking suit and big car was all appearance and no money. Now I treat everyone equally, as it should be.



*How much attention do you pay to your co-workers/clients clothes and appearance? Does their appearance can affect your working collaboration?*

*Ronnie Grabon of "Grabon Consulting":*

### **Soy Sauce Splatters**



As a young business woman, our company lawyer asked me to a sushi lunch. I had only had sushi once before, but I was adept with chopsticks. The lawyer ordered. The first piece of sushi roll I chose was longer than appropriate for my mouth, so I bit into it without noticing that the piece

of raw tuna inside would pop out the back, into the soy and splatter the brown sauce all over the lawyer`s tie. My tip, only accept business meals for food where

your comfort level is extremely high.



*Can you name any points of table etiquette that you know?*

*Vicky Oliver:*

### **Tips for Office Etiquette**

Are you taking someone else`s soda from the office fridge? Don`t. If you`re the victim of the crime, here`s how to dissuade the thief:

1. Label your food. Put your name on anything you put in the fridge.

If it continues:

2. Write a note to the thief on the bottle. Others will read it, so don`t curse.

If it goes on:

3. Go to HR (Human Resources) with the dates of when your soda was taken. HR can send a memo or put up a camera.

Meanwhile, if you catch the thief, snap him with your drink and put it on Facebook.



*Is there a fridge in your workplace? Do you keep your food there? Have you ever been a victim of "the fridge thief"? How did you react?*

*Michael Denisoff of "Denisoff Consulting Group":*

### **Say No to the Lambada at work**

Do not become too casual with your clients. Although it is important to build strong relationships, keep it professional at all times. At company parties someone says "just relax and have fun". No! Have fun, but remember that you are conducting business. Once I saw a vendor lose a client after drinking too much and deciding to dance the Lambada with the CEO`s spouse.

In the end, always keep it professional.



*Do you feel relaxed at company parties or are you always aware of the importance of being professional there?*





*Stephanie C. Williams of "Crowned One Worldwide Inc."*

### **Watch where you say it!**

Communication skills can carry you to the top or the bottom. A man was on the elevator with a friend criticizing the intelligence of the CEO. The CEO's daughter was on the elevator.

It may help you to complain about the person, but choose an appropriate location. If you trust the person you are venting to, your comments may still get back to the person. VENT to yourself. Go for a walk and vent. So what if others think you are crazy for talking to yourself; you will still have your job.



*Have you or your friends ever found in the embarrassing situation of that kind? Describe the situation.*

*Charisse Rudolph of "Daydreams International Inc.":*

### **Busy, Busy, Busy**

Everyone is busy. When you are late, the other person feels devalued. If this happens, you need to call and be responsible for your actions. Don't make excuses, just be straight. "I am running ten minutes late". No one likes to wait. Being late says, my time is more important than yours. They may not be happy with the call, but it will be more acceptable than just showing up late. It will show that you value them and business is all about building relationships.



*And what about classes? Do you ever text or call to you teacher to say about your lateness?*

*Kelly Isley of "Corcoran Associates":*


### **Sunglasses**

Even if the future looks bright, please avoid wearing sunglasses on your head or face during a business meeting. This may be trendy in the Sun Belt<sup>18</sup> for long weekends, but in the world of business it can be construed as unprofessional. Worse, you could be viewed as untrustworthy in certain industries and cultures. Exceptions: if you are a professional poker player, troubled celebrity, reviewing a record deal with a top producer, or will be participating in an outdoor sporting

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<sup>18</sup> The Sun Belt is a region of the United States generally considered to stretch across the Southeast and Southwest.

event with clients.

 *Have you ever heard that wearing sunglasses on your head is a bad etiquette habit? Do you agree with this statement? What do you think of people wearing sunglasses during meeting and even on first dates?*

*Curtrise Garner of "First Impression Consulting LLC.":*

### **Office Gifts and Giving**

Should you participate in group gifts at the office when you`re on a budget? Yes, you should give a donation, even if it`s small. When unsure about how much to give, ask the person collecting. If it`s more than you can afford, give what you can. You never know when it`s going to be your Baby shower<sup>19</sup> or wedding – and you would want people to give readily as well.

 *Is collecting money for making gifts common in your workplace? How big is a normal donation?*

### **Bonus**


#### **Multitasking hurts your work performance!<sup>20</sup>**

Bad news: if you`re sending emails during online meetings or writing reports during conference calls, you`re likely not doing your best on any of these tasks.

Only TWO PERCENT OF PEOPLE CAN REALLY MULTITASK, according to studies.

Not only you`re being noisy and disengaged to meeting participants by multitasking, but you`re also probably in the 98 percent that won`t perform as well.



 *Multitasking is common in our daily life. Can you say that you do a few tasks simultaneously and do them perfectly?*

<sup>19</sup> Baby Shower is a party given for a pregnant woman, to which guests bring presents for the baby (in the USA).

<sup>20</sup> <https://www.pgi.com/resources/articles/5-ways-bad-business-etiquette-ruins-your-productivity/>

### **Task 30**

- What is etiquette?
- What is business etiquette?
- Which business etiquette tips mentioned above do you find the most helpful?
- Can you dare to say that you sometimes break business/office etiquette?  
Describe how you do this.
- Is it really important to follow business/office etiquette or people just make a fuss about it?

### **Dictionaries:**

<http://www.macmillandictionary.com/>

<http://dictionary.reverso.net/>

САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ Н. Г. ЧЕРНЫШЕВСКОГО

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