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Business English Courses
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Ethics and Business

1. Definition of Business Ethics:

Business ethics is the study of appropriate business policies and practices regarding potentially controversial subjects including trading, bribery, discrimination, corporate social responsibility. The law often guides business ethics, but at other times business ethics provide a basic guideline that businesses can choose to follow to gain public approval.

2. Ethical behaviour

Ethical behaviour is doing things that are morally right. **Ethics** are moral beliefs about what is right or wrong. **Ethically responsible** companies want to do the right thing in areas such as:

- **Employment and community:** they want to pay attention to things that affect all people, not just their employees, in the areas where the company has its offices and activities.
- **The environment:** they want to conduct business in ways that protect environment to ensure that the air, rivers etc. are not polluted and plant and animal life are not endangered.
- **Winning new business:** they want to get business without engaging in corrupt behaviour, for example offerings bribes - money given to someone so that they behave unethically.
- **Sales and marketing :** Marketing ethics came of age only as late as the 1990s. Ethics in marketing deals with the principles, values and/or ideas by which marketers (and marketing institutions) ought

to act. Ethical marketing issues include marketing of dangerous products/services, transparency about environmental risks, transparency about product ingredients such as genetically modified organisms, possible health risks, financial risks, security risks, etc. respect for consumer privacy and autonomy, advertising truthfulness and fairness in pricing.

3. Ethical Principles for Business Executives

- **Honesty:** Ethical executives are honest and truthful in all their dealings and they do not deliberately mislead others by misrepresentations, overstatements, partial truths, selective omissions.
- **Law abiding:** Ethical executives abide by laws, rules and regulations relating to their business activities.
- **Loyalty:** Ethical executives are worthy of trust, demonstrate fidelity and loyalty to persons and institutions by friendship in adversity, support and devotion to duty; they do not use or disclose information learned in confidence for personal advantage.
- **Leadership:** Ethical executives are conscious of the responsibilities and opportunities of their position of leadership and seek to be positive ethical role models by their own conduct and by helping to create an environment in which principled reasoning and ethical decision making are highly prized.
- **Reputation and morale:** Ethical executives seek to protect and build the company's good reputation and the morale of its employees by engaging in no conduct that might undermine respect and by taking whatever actions are necessary to correct or prevent inappropriate conduct of others.

Exercise 1: Complete each sentence by writing one word in each gap. Use the words in brackets () to help you.

1. We expect everyone in this company to behave.....(**ethics**)
2. We regularly discuss issues with managers and workers.
(**ethics**)
3. Last year we put in place anaction programme. (**affirm**)
4. This helps us to avoid racial..... (**discriminate**)
5. Many of our employees are green(**active**)
6. They take direct action on a wide range of.....issues.
(**environment**)

Exercise 2: Put the suitable words in each gap of the following:

ethical/ unethical/ethics/unethically

1. Retailers say packaging that imitates the style and image of market leader is not wrong and has nothing to do with.....
2. A company is behaving... if it pollutes the environment.
3. Working condition; the organization “ethics in business” blames the employers and agencies that exploit the workers.

4. “behaviour is good for business”, says Carol Marshall, vice president for ethics and business conduct. “you get the right kind of employees, and it’s a great draw for customers.”

Exercise 3: Put the suitable words in each gap of the following:

labour /environment/exploit/ responsible/ issues/ ethical/ code

My name is Ahmed Mohamed. I manage the world
(1)...investment fund. We follow a very clear
(2).....of conduct when we choose stocks. We only invest in
companies that socially (3).....so we don’t put money into tobacco
companies or arms manufacturers. Green (4).....are very important
to us. We check that our companies are not damaging the
(5).....We invest in some companies that make their products in
countries where (6).....is cheaper, and we make sure that they do
not (7)..... their workers.

Innovation in Business

1- Defining Innovation:

- An **innovation** is the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations.
- **Innovation activities** are all scientific, technological, organizational, financial and commercial steps which actually, or are intended to, lead to the implementation of innovations. Innovation activities also include R&D that is not directly related to the development of a specific innovation.

2- The Importance of Innovation

- **Creative Development:** Qualities of innovative nature are essential for new businesses today. You can achieve growth by learning how to be creative. You need to learn this business skill to help make things of value from your creativeness. When you have this business skill you will find that it opens up all kinds of opportunities and gives you the potential for a new market and helps you to keep up with the current trends.
- **Continuous Improvement:** Innovation gives organizational sustainability when you are making continual improvements and repackaging and re-branding. Any good manager will recognize the need to innovate and grows the business skills to increase their creativity.
- **Making the Most of What You Have Already:** It is not all about creating a new product or service which you can sell, but you also need to focus on your existing business procedures to improve your efficiency, find some new customers, increase your profits.
- **Responding to Competition and Trends:** Innovation can help you to see what exists now in opportunities or which ones will likely pop up in the near future. Businesses which are successful don't only respond to the current needs of their customers, but usually predict the future trends and come up with an idea, service or product that can meet the future demand quickly and effectively.
- **Having a Unique Selling Point:** Generally, consumers will see innovation as something which adds value to products or a company. When this is used the right way, it can give you an advantage commercially, especially in a market that is saturated or shifting rapidly. And your customers will be more willing to pay the extra money for something that is well-designed and new, rather than picking the less exciting and cheaper rival.

3- Main types of innovation

- a) A **product innovation** : is the introduction of a good or service that is new or significantly improved with respect to its characteristics or intended uses. This includes significant improvements in technical specifications, components and materials, incorporated software, user friendliness or other functional characteristics. Product innovations can utilize new knowledge or technologies, or can be based on new uses or combinations of existing knowledge or technologies.
- b) A **process innovation** : is the implementation of a new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software. Process innovations can be intended to decrease unit costs of production or delivery, to increase quality, or to produce or deliver new or significantly improved products
- c) A **marketing innovation**: is the implementation of a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing. Marketing innovations are aimed at better addressing customer needs, opening up new markets, or newly positioning a firm's product on the market, with the objective of increasing the firm's sales.
- d) An **organizational innovation** : is the implementation of a new organizational method in the firm's business practices, workplace organization or external relations. Organizational innovations can be intended to increase a firm's performance by reducing administrative costs or transaction costs, improving workplace satisfaction (and thus labor productivity), gaining access to non-tradable assets (such as non-codified external knowledge) or reducing costs of supplies

Exercise 1: Fill in the gap in each sentence by writing the correct form of the verb given in bracket. The first one is an example.

- 1. Suzanne is in charge of product ***development*** at Westworld Electronics. (**develop**)
- 2. I want to be graphic when I graduate. (**design**)
- 3. I think that the internet is the greatest of the past 50 years. (**innovate**)
- 4. We are looking for someone withof databases and spreadsheets. (**know**)
- 5. Christopher cockerell was the first of the hovercraft. (**invent**)
- 6. You have to pay a lot to get a good software(**develop**)
- 7. Have you seen her for new shopping center? (**design**).

Exercise 2: Fill in the missing words in the sentences bellow

*product development/ cutting edge/ research centre/
under licence/ intellectual property/ patent application*

- 1. We have made a.....to stop people copying our invention.
- 2. Our drug for pain relief is made in 32 countries.

3. I'm in charge ofat A.M Technologies.
4. We use latest technologies to keep our products at the
5. We took them to court because the original idea was our
6. We test all new drugs at our in Zurich.

Exercise 3: Choose the best word from the brackets. () to fill the gap.

1. I bought a PC in just five years ago now it is(**innovative/ obsolete**)
2. Our new engine uses a state-of-theelectronics. (**art/ science**)
3. I think that the of computer control systems is fascinating.
(**technology/ knowledge**)
4. Advanced, systems are great, but there is more to go wrong. (**low-tech/ hi-tech**)
5. I receive a of 10 % on all my books that the publisher sells. (**royalty/ licence**)
6. Finding out how antibiotics work was a tremendous
(**breakthrough/ breakout**)

English Grammar

1) Present simple

❖ Form

- 1. To form the present simple add 's' or 'es' to the verb in the 3rd person of singular (he/she/it)**
 - I/you/we/ they work here.
 - He/she/it works here.
- 2. To make negatives add not after do/does**
You use 'does not' for the third person of singular
 - He/she/it **does not (doesn't) work** here.
 - I/you/we/they **do not (don't) work** here.
- 3. questions are formed with do/does**
Do you work here?
Does she work here?



Uses

- 1- We use the present simple for permanent facts:**
 - This machine **cuts** the metal.
- 2- We use the present simple for actions and situations that are generally true:**
 - We **offer** a full range of financial products.
- 3- We use the present simple to talk about regular habits or repeated actions:**
 - I **use** the Internet just for every day.
- 4- We use the present simple to describe sentiments and thoughts:**
 - Ahmed **needs** your help.
 - That coat **belongs** to me.
- 5- We use the present simple to give instructions and directions:**
 - You **go** down to the traffic lights, then you **turn** left.

2) Present continuous

❖ Form

1. **to form present continuous you use be+verb+ing**
 - He is living in Thailand.
 - They are watching a film.
2. **To make negatives add not after be**
 - She isn't doing anything.
 - I'm **not** working on that right now.
3. **To make questions move the verb be before the subject**
 - Is he doing anything?
 - Are you talking to me?

- Uses

1. **Action happening at the moment of speaking:**
 - Ahmed **is** reading a book now.
2. **Action happening at the moment of speaking (longer action):**
 - My friends **is** preparing for his exams.
3. **To talk about temporary situations:**
 - She **works** in the marketing department.
(permanent job)
 - She's **working** in the marketing department.
(temporary job)
4. **To talk about trends or changing situations:**
 - The internet **is making** it easier for people to stay in touch with each other.
5. **To talk about fixed plan in the near future:**
 - We are going to Basel on Saturday.
6. **To talk about a situation that is in progress of changing:**
 - The number of cars on the road **is increasing** rapidly each year.

Exercise1:

Fill in the gaps with the correct form of the verbs in brackets .

1. I'm busy right now. I.....(fill in) an application form for a new job.
2. My tutor(see) me for a tutorial every Monday at two o'clock.
3. Animals(breathe in) oxygen and.....(give out) carbon dioxide.

4. John(not/study) very hard at the moment. I(not/think) he'll pass his exams.
5. Be quiet! I..... (want) to hear the news.
6. My friends Joe's parents(travel) round the world this summer, and probably won't be back for a couple of months.
7. Numbers of wild butterflies.....(fall) as a result of changes in farming methods.
8. The college(run) the same course every years.

Exercise 2: Underline the correct form of the present. The first sentence is given as example.

1. *I'm sorry, Mrs Grant is not available at the moment; she (speaks / is speaking) to a customer.*
2. She (belongs / is belonging) to union.
3. Canon (makes / is making) a wide range of photocopiers.
4. She (thinks / is thinking) of getting a transfer to another department.
5. My boss (thinks / is thinking) i should take work home at the weekend.

English Grammar

1) Past simple:

- **Form**

1. The past simple of regular verbs is formed by adding **ed** to the infinitive. Verbs ending in 'e' simply add '**d**'.

- He worked for the finance department.

❖ For irregular verbs you use 2nd column of the table of irregular verbs.

- He went to the cinema last night.

2. **Negatives are formed with did not and the infinitive.**

- I **didn't** like his idea.

3. **Questions are formed with the auxiliary verb did and the infinitive.**

- **Did** you check the figures?

- **Uses**

1. **To talk about events and actions in the past that are now finished:**

- Your father phoned a few minutes ago.
- I went to school yesterday.

2. **To talk about a regular, repeated or habitual event:**

- We **went out** for a meal every evening on holiday.
- He **got up** at 7 o'clock every morning to go to work.

2) Past continuous

▪ **Form**

1- The past continuous is formed with the past of 'be' and the 'ing' of the main verb

- She **was** **watching** the news.

How to conjugate verb to be in the past tense :

I/he/she/it **was**

You/we/they **were**

2- Negatives are formed with the verb be +not:

- I was not working yesterday.

3- Questions are formed by inverting the subject and the auxiliary verb be.

- Was he working yesterday.

▪ Uses

- We can use **when, while** or **as** with the past continuous to mean → during the time that something was happening.

1. To describe unfinished action that was interrupted by another event or action:

- I **was having** a beautiful dream when the alarm clock rang.

2. To describe an action, event or situation that was in progress at a specified time in the past:

- Peter **was reading** a book yesterday.

3. With adverbials beginning with **all**: E.g. all night, all morning, all day, yesterday, to show that an action or event was in progress throughout this time:

- I **was watching** television all evening.

Exercise 1: Complete the sentences by putting the verbs in brackets into either the past simple or past continuous. Sometimes the same tense is used twice; sometimes different tenses are used.

1. What.....(**eat**) when you..... (**go**) to Paris?.
2. While i.....(**negotiate**) the contract, my boss..... (**phone**) me to say that he wanted completely different conditions.
3. The last time something like this..... (**happen**), she.....(**call**) a press conference immediately.
4. Anne.....(**explain**) her proposal when Sami.....(**interrupt**) her.

5. When he**(finish)** reading the article, he**(give)** it to me.
6. Everyone**(wait)** for the meeting to begin when he**(call)** to say that he was stuck in a traffic jam.

Exercise 2: Put the verb in brackets in the past simple.

1. I **(join)** the company in March 2010.
2. Mr Mohamed **(leave)** the business three months ago.
3. Sales.....**(fall)** by about three per cent last year.
4. When..... you..... **(start)** working for Hyundai Motor?
5. How long..... you..... **(spend)** writing that report yesterday