

Ethical Business Reading-Writing Unit for Low-Advanced ESL/EFL

- 1) **Journal:** A new coffee shop is opening in your neighborhood. You like coffee and you usually go to Starbucks when you want some. Read the following list statements about the new company. Which one would be the most important in making you want to become a regular customer of the new shop? After you have ranked the items, write a journal of at least 250 words to explain what you care most about as a coffee shop customer.
 - The owners and employees are helpful and enjoy their work.
 - The employees are knowledgeable and skilled about coffee types and coffee preparation.
 - The coffee prices are the same or less than Starbucks.
 - The shop offers many varieties of high quality coffees.
 - The shop is clean and comfortable, and it offers space for individuals, as well as small groups.
 - The shop owner and employees are active members of the community and often help their neighbors and other people needing help.

Reading: "Ben & Jerry's: Caring Capitalism" (Laabs, Jennifer J. "Ben & Jerry's Caring Capitalism." *Personnel Journal*, vol. 71, no. 11, pp. 50-57. ProQuest. DOI: 219774311.)

- *Frontloaded vocabulary:* mission, (linked) prosperity, compensation, community, entrepreneurial
- *Listening:* Video from Ben & Jerry's website: "Our Values"
- *Quick write:* "From what you saw in the video, do you think Ben & Jerry's is a successful company? Why/Why not?"
- *Read* the article
- *Annotation:* Give titles/headlines to sections of the article.
- *Writing:* Write a 120-150 word summary of the article.

- 2) **Concept Development: Stakeholder Jigsaw:**

Step 1: "You live in a small town with three popular locally-owned coffee shops. The city has just been informed that Starbucks has expressed interest in opening a new shop in the town. Should Starbucks open the shop? You will be put into one of five groups to discuss the question from a particular point of view. Your goal is to come up with a position (open/not open) and at least three or four reasons to support your decision. Remember that the reasons should match the group you are in."

- *Group 1:* Coffee shop customers who go to a coffee shop two or more times per week.
- *Group 2:* Workers who may have coffee shop or related working experience.
- *Group 3:* Members of the city government (town council).
- *Group 4:* Residents who live close to the proposed location for the new Starbucks.
- *Group 5:* Owners of other businesses in the town (including the three coffee shops).

Step 2: In a new group with members from all 5 original groups, present your position and reasons from the first group. In your new group, decide which original group's reasons are more

important and decide as a group if Starbucks should be allowed to open in the city. Report to the class about your final decision and the reasons that were most convincing to you.

- 3) **Concept Development:** Video: "The Story of Electronics": (storyofstuff.org)
 - o Frontload vocabulary: sustainable, (product) design, product lifecycle, disposal, recycling, externalizing cost, product takeback laws.
 - o Watch video
 - o Discussion/Quick write: If you found out that a company you like pollutes the environment or treats workers poorly in another country where they manufacture their products, would that affect your buying decision? Why?/Why not? What if the company were in your country or city? Would your opinion change?
- 4) **Alternative Concept Development:** Video: Howard Schultz, "How Starbucks Built a Global Brand." Presentation at UCLA Anderson School of Management, 28 May 2008.
 - o Watch video (first 8 minutes)
 - o Discussion: How was Howard Schultz' experience as a leader and employer shaped by his own family experiences? Schultz claims that Starbucks built its brand through "trust." This trust includes consumer trust in the brand, as well as employees' trust in the company to treat them fairly. What are some ways that a company like Starbucks can build trust with consumers and employees? How does that trust affect the way that people view the brand?
- 5) **Research:** Summarize the sustainability/corporate citizenship/social responsibility policies of a company
 - o Example: Starbucks
 - o In groups: Students research one of several large, high-interest companies (Example companies should be relevant for the learning context.)
 - o In groups: Students write an "executive summary" of their company's corporate sustainability beliefs and practices. All group summaries are shared with the class on a wiki page on the class LMS.
- 6) **Writing:** Sample Textbook Integration: *Final Draft 4* (Cambridge University Press, 2016), chapter 1: Writing Academic Essays, Topic: Consumer Behavior
- 7) **Writing:** Sample topic: Businesses affect people's daily lives. The way ethical businesses treat their workers, the communities where they operate, and the environment can make people's daily lives better, while unethical businesses harm the quality of people's lives and the environment. These effects are very important to some consumers, while others care only about the value they receive as shoppers. Do you consider a company's ethics when you shop? In a composition of around paragraphs, discuss your views about the ways ethical business practices affect (or should affect) your choices as a consumer. Use examples from companies researched in class and other companies you know about to support your points.