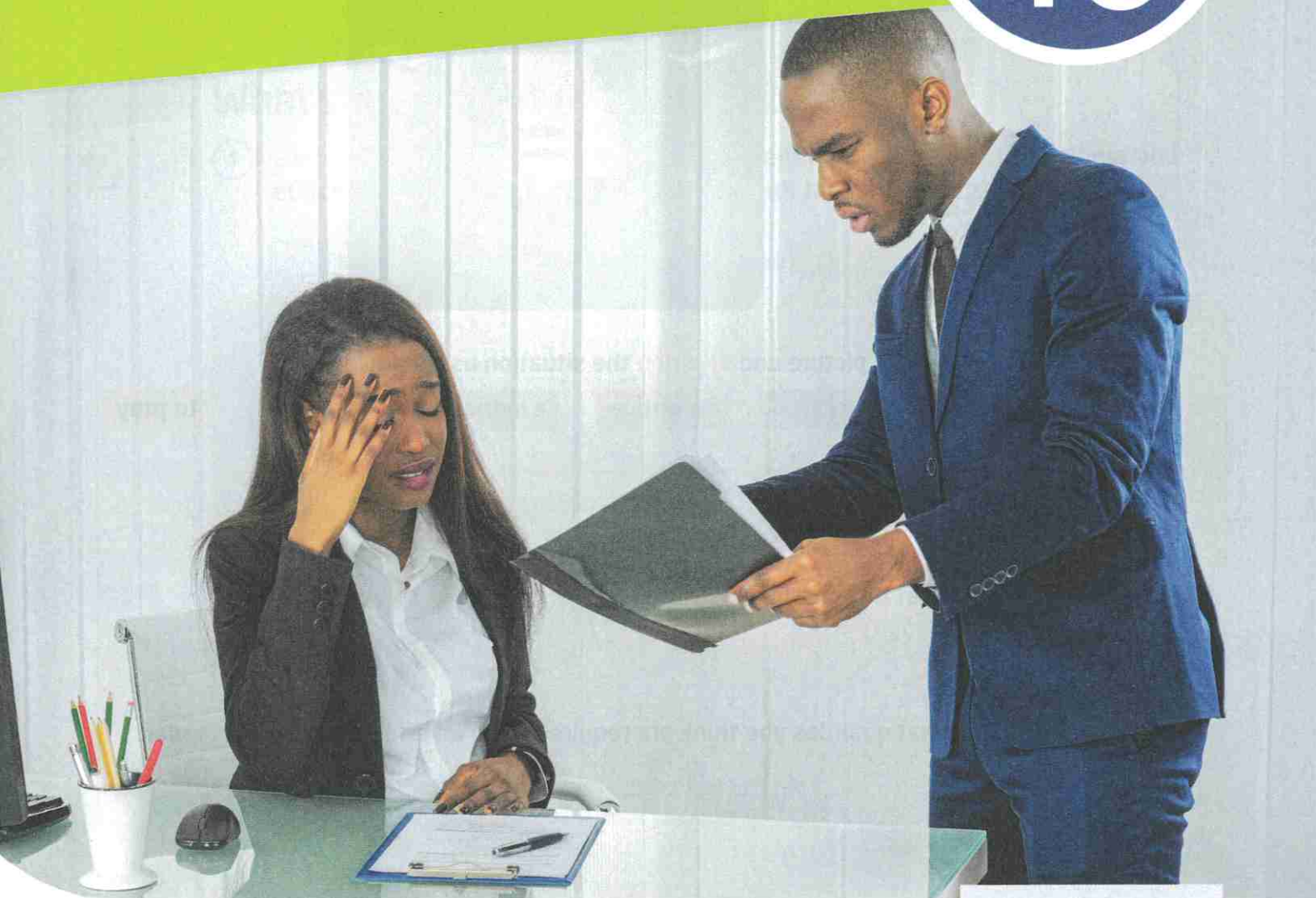


# Business and Ethics

UNIT

10



**Look** at the picture and **say** what is wrong with the situation.  
**Mention** other behaviour you consider unethical in the workplace.

## #vidéo

foucherconnect.fr / 23nca18



Business ethics and  
better decision making  
0:00 ▶ 2:21

1. **Watch** the video and **say** what the ethical dilemma is for Danny, the new employee in the warehouse.
2. **Give** your opinion on the situation: what questions should Danny ask himself? What should he do? What would you do?

## KEYWORDS

- ▷ **behaviour**: le comportement
- ▷ **to bully**: intimider
- ▷ **business ethics**: l'éthique des affaires
- ▷ **fair**: juste
- ▷ **to file a report**: faire un rapport
- ▷ **to grasp**: piger, comprendre
- ▷ **an invoice**: une facture
- ▷ **a newbie**: un petit nouveau
- ▷ **practices**: des pratiques
- ▷ **right**: juste, approprié
- ▷ **to tell the truth**: dire la vérité
- ▷ **a tie-down**: une sangle d'arrimage
- ▷ **unethical**: contraire à l'éthique
- ▷ **a wireless card**: une carte wifi
- ▷ **wrong**: faux, mauvais, injuste

## ACTIVITY 1 The ethical dilemma



- 1 Look at the picture and describe the situation using these words:

a devil

a fork

to entice

a manager

an angel

to pray

We can see a manager who have an angel and a devil on each of his shoulder. The devil with his big fork try to entice the manager to choose child labor and corruption contrary to the angel. He pray for the manager to choose quality integrity.

- 2 Say what this picture illustrates.

It the choice of the self morality. You can choose the right way, with the angel, or you can be an immoral person to choose the devil words and being illegal.

- 3 Say what qualities you think are required to be an effective business leader.

For me, an effective business leader need to be serious, calm, attentive while being respected.

## ACTIVITY 2 Socially responsible companies

When the social responsibility efforts of businesses become part of company culture, people take notice. This socially conscious company is leading the charge in making the world a better place.

TOMS<sup>1</sup> is known for their business model of providing one pair of shoes to a person in need for every pair of shoes they sell. As admirable as that goal is, their fight for human rights extends well beyond that. They also partner up with a number of NGOs (non-governmental organisations) and other nonprofit organisations to demonstrate ethical behavior. TOMS also helps to restore vision to visually-impaired individuals, provides clean drinking water and builds businesses in developing countries and fights bullying.

1 • an American shoe company

4 Read the text and **quote** two examples of TOMS' ethical actions.

"Providing one pair of shoes to a person in need for every pair of shoes they sell."

"Helps to restore vision to visually-impaired individuals [and] provides clean drinking water."

5 Explain why TOMS is called a "socially responsible company".

TOMS is called a "socially responsible company" because it integrates ethical practices and humanitarian efforts into its core business model. Except donating shoes for every purchase, TOMS partners with NGOs, supports health initiatives, aids economic development in underserved regions, and advocates against social issues like bullying.

ACTIVITY 3

## What's their point of view?

#audio

foucherconnect.fr/23nca19



6 Listen to four management students comment on the statement, "Business and ethics do not go together." Fill in the grid with their arguments.

	AGREES/ DISAGREES	ARGUMENTS
Peter Mayle		
Gillian Montero		
Janet Jones		
John Reeds		

EXPRESS  
YOURSELF

Do you think the public is powerful enough to force companies to conduct business ethically? Can you think of companies that were made to change policy by the public?

#glossary

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### USEFUL PHRASES

- to be blamed for unethical behaviour:  
être accusé d'attitude contraire à l'éthique
- to boycott a business: boycotter une entreprise
- to expose an error: dénoncer une erreur

to (put) pressure (on) a company: faire pression sur une société

to sue: poursuivre en justice

## Achieving gender equality in the workplace

1 There are fewer women at every level of the management stack, according to McKinsey [an American polling organisation]. They make up 37 per cent of managers, 27 per cent of vice presidents, and 17 per cent of the C-Suite<sup>1</sup>. The report finds that “attrition does not explain the underrepresentation of women.” And that “for every 100 men promoted to manager, 79 women are.” In other words, hiring and promotion are key reasons why women don’t advance to the higher ranks of an organisation. Of course, there are likely other reasons, from bias to lack of mentorship.

10 What’s more, the pay gap between genders is pervasive and trenchant. According to the Census Bureau, women earned about 80 per cent of what their male colleagues did for the same job in 2017. This is not right. [...]

Not only is gender equality the right goal to pursue, it also makes business sense. McKinsey found that there is a correlation among gender and ethnic diversity with profitability: Firms that have high amounts of gender diversity in their leadership ranks were 15 per cent more likely to be more profitable than corporations with fewer women.

This isn’t academic for me. Growing up in India, my parents taught me the importance of treating everyone fairly. I kept their wisdom front of mind when I traveled to the US as an immigrant to begin a career in financial services. When I became the CEO of CitiMortgage during and after the great financial crisis, I formed an executive team of people with different genders, races, and orientations. They provided contrarian feedback and fresh ideas that wouldn’t have occurred to me. In short, they made me a better CEO and our business even stronger.

1 • most important senior executives (C is for Chief)

SANJIV DAS, CNBC, JULY 31<sup>ST</sup>, 2019 © CNBC (UK) LIMITED 2020.  
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1 Look at the picture and say what sector of activity the company CitiMortgage operates in.

2 Link the words with their French equivalents.

- |                                    |   |                               |
|------------------------------------|---|-------------------------------|
| a. the management stack (l. 1)     | • | • 1. les niveaux de direction |
| b. attrition (l. 4)                | • | • 2. un écart de salaire      |
| c. mentorship (l. 9)               | • | • 3. susceptible de           |
| d. a pay gap (l. 10)               | • | • 4. équitablement            |
| e. pervasive and trenchant (l. 10) | • | • 5. omniprésent et virulent  |
| f. likely to (l. 16)               | • | • 6. fournir, apporter        |
| g. fairly (l. 19)                  | • | • 7. le mentorat              |
| h. to provide (l. 23)              | • | • 8. le taux de défection     |

3 Fill in Sanjiv Das's identity card.

Country of origin	
Reason for migrating to the US	
Present position	
Name of the company	

4 Say what these figures correspond to.

- a. 37%: .....
- b. 27%: .....
- c. 17%: .....
- d. 79/100 women: .....

5 Match the reasons for the underrepresentation of women in companies and their definition.

- |                       |   |  |
|-----------------------|---|--|
| a. hiring             | • | • 1. a difference of pay between men and women |
| b. promotion          | • | • 2. absence of advice from a counsellor       |
| c. bias               | • | • 3. unfair policy stemming from prejudice     |
| d. lack of mentorship | • | • 4. advancement in rank or position           |
| e. gender pay gap     | • | • 5. employing                                 |

6 Explain these sentences in your own words.

- a. Gender equality makes business sense.  
.....
- b. There is a correlation between gender and ethnic diversity and profitability.  
.....

7 Say what the consequences of forming a diverse management team were.

- a. The team: .....
- b. Sanjiv Das: .....
- c. The business: .....

**WRITING**  
(150 words)

As you see it, what should companies do to empower women and encourage gender equality in companies?

**USEFUL PHRASES**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>to carry out meaningful reforms: mener à bien des réformes significatives</li> <li>to examine internal practices: examiner les pratiques internes</li> <li>to generate an action plan: générer un plan d'action</li> </ul> | <ul style="list-style-type: none"> <li>to recruit women in leadership positions: embaucher des femmes à des postes de responsabilité</li> <li>to tackle the issue of the pay gap: s'attaquer au problème de l'écart de rémunération</li> <li>to welcome any idea on how to...: accueillir favorablement toute idée sur la manière de...</li> </ul> |
|---|--|

#glossary  
foucherconnect.fr/23nca00



## Go behind the scenes at a McDonald's photo shoot

### Before watching

1 • **Look** at the photograph of two Quarter Pounders with cheese. **Say** why one looks more appetising than the other.

2 • **Imagine** what the video is going to be about.



#### KEYWORDS

- to compare: comparer
- to enhance: mettre en valeur, rehausser
- to show: montrer
- side by side: côté à côté

### Watching and understanding

1 **Provide** information about Hope Bagozzi. 0:00 to 0:18

Hope Bagozzi's job

Company she works for

Country

2 **Quote** the question raised by Isabel.

3 **Correct** the mistakes in the summary. 0:19 to 0:49

In the street, Hope Bagozzi orders a Quarter Pounder with mustard. She looks at the burger and says it looks bad and ugly.

4 **Watch** the scene in the photo studio and pick up information. 0:50 to 1:47

Where is Hope Bagozzi?

What for?

Who is Noah?

Who is Neil?

What are they going to do?

5 **Say** how long it takes to make:

a. a burger:

b. a photo of burger:

6 **Name** four identical ingredients that are used in the store and in the studio.

a.

b.

c.

d.

**7 Reorder the visual tricks used to make the product look better than it actually is.** 1:47 to 2:38

- |   |                              |
|---|------------------------------|
| a. Compensating for the fact that ingredients lean forward and make the burger look crooked.      | The right order is:<br>..... |
| b. Showing the pickles, the condiments and the onions.  |                              |
| c. Adding ketchup and cheese with a syringe to the front of the burger.                           |                              |
| d. Putting mustard, ketchup and pieces of cheese in the front so that people know what they have. |                              |

**8 Watch the scene with Stuart, the image specialist. Fill in the blanks in the conclusion he makes of the side-by-side comparison.** 2:39 to end

"The less amount of ..... that we do to something, the less ..... it looks, but actually it looks more ..... and more ....."

**9 Say if the statements about the differences between the two pictures are right or wrong.**

- |   |       |
|---|-------|
| a. The colours are enhanced.  | ..... |
| b. Stuart doesn't correct accidents so that the burger looks natural.                                     | ..... |
| c. Stuart creates a steam effect to make the bun look warm.   | ..... |
| d. The burger from the store is smaller because the steam in the box makes the bun contract a little bit. | ..... |
| e. The ingredients in the studio burger are pulled to the foreground so that you can see them.            | ..... |

**SOUNDS AT WORK**

**#audio**  
 oucherconnect.fr/23nca21

**1. Say how -ea is pronounced in the following words:**

reason - idea - fear - real - threat - leave - speak - breakfast - hear - bear - heart - Earth - research - great - health - reach - teach

[i:] as in sea:

[eɪ] as in play:

## Business as a tool for change

1 The Oslo Business for Peace Award is given annually  
to business leaders for their outstanding business  
worthy accomplishments; leaders who apply their  
business energy ethically and responsibly, creating  
5 stronger economic and societal value. [...]

Marc Benioff is Chair, CEO and Co-Founder of Salesforce  
and a pioneer of cloud computing. Salesforce is the  
#1 provider of Customer Relationship Management  
(CRM) software globally. Benioff established the '1-1-1  
10 model' of corporate philanthropy, whereby a company  
contributes one percent of technology, equity, and  
employee hours back to the communities it serves.  
Today, Salesforce is a Fortune 500 company with 54,000  
employees and 150,000 customers worldwide. He is an  
15 outspoken advocate for business leaders supporting  
causes such as LGBT rights, education inclusion, wealth  
reallocation and alleviating homelessness. Benioff is  
leading a revolution in the tech sector to create a more  
equal, fair and sustainable way of doing business. [...]

20 James Mwangi, Managing Director and Group CEO  
of Equity Group Holdings (Kenya) is one of Africa's  
most renowned entrepreneurs. He is credited with  
democratizing financial access by giving the unbanked  
population opportunities for broader economic  
25 participation. He has led Equity to become an integrated  
financial services group operating in 6 African countries  
with a client base of over 14 million. Dr. Mwangi's  
ability to merge economic theory to the practical  
realities of village life enabled him to revolutionise  
30 the banking industry in Africa. Today, Equity is one  
of the most inclusive banks in the world with clients  
across the socio-economic spectrum including youth  
and women. [...]

### WE CONGRATULATE THE OSLO BUSINESS FOR PEACE AWARD WINNERS



**MARC BENIOFF**  
Founder & CEO  
Salesforce



**FELICITAS 'JOJI' BAUTISTA PANTOJA**  
Co-Founder & CEO  
Coffee for Peace



**JAMES MWANGI**  
Chair & CEO Equity  
Group Holdings

Felicitas "Joji" Bautista Pantoja, Co-Founder of  
35 Coffee for Peace (Philippines) has dedicated her  
career to building peace in conflict zones and  
improving the lives of marginalized groups through  
economic stability. Based in the Philippines, Coffee  
for Peace uses coffee production as a tool to address  
40 the economic, environmental and peace issues  
prevalent in conflict-affected communities. Today,  
Coffee for Peace provides sustainable livelihoods for  
Indigenous and migrant groups in rural areas, enabling  
over 880 farmers to escape poverty and build their  
45 coffee production capacity. The company's focus is  
on sustainable agriculture, peace and reconciliation  
between religious groups, environmental protection  
and entrepreneurship.

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SEPTEMBER 9<sup>TH</sup>, 2020, [businessforpeace.org](https://businessforpeace.org)

1 Look at the picture and say what you expect the article to be about.

2 Read the first paragraph and complete the sentence.

The Oslo Business for Peace Award is given every year to business leaders who

3 Read the text and link the words with their French equivalents.

- |                         |   |                            |
|-------------------------|---|----------------------------|
| a. outstanding (§1)     | • | • 1. alléger, soulager     |
| b. business worthy (§1) | • | • 2. durable               |
| c. equity (§2)          | • | • 3. digne de l'entreprise |
| d. to alleviate (§2)    | • | • 4. renommé(e)            |
| e. sustainable (§2)     | • | • 5. les fonds propres     |
| f. renowned (§3)        | • | • 6. exceptionnel(le)      |

4 Fill in the table with information about Marc Benioff and Salesforce.

Marc Benioff	
Salesforce	

5 Choose the right definition of the 1-1-1 model of "corporate philanthropy".

- ☐ Employees share their time between technology, corporation, and philanthropy.
- ☐ The company donates the equivalent of one percent of technology, equity, and employees' time to good causes.

6 Tick the causes Marc Benioff defends.

- ☐ LGBT rights                      ☐ inclusion in education                      ☐ helping the homeless
- ☐ revolution in communication    ☐ redistribution of wealth                      ☐ equality for collaborators

7 Say what Benioff's aim is.

8 Read paragraph 3 and find phrases that mean the same.

a. allowing people who have no bank account to participate in the economy.

b. James Mwangi has adapted theory to the lives of villagers.

c. totally change the way banks operate.

d. clients belong to all the classes of society.

9 Read the last paragraph and indicate the main problem for farmers in the Philippines.

10 Say how Felicitas "Joji" Bautista Pantoja helped the farmers.

**WRITING  
FOR THE  
EXAM**

1. Give an account of the article.
2. As you see it, which of the three business leaders most deserves the Oslo Business for Peace Award? Justify your answer. (150 words, +/- 10 %)



# Les groupes nominaux

Observez ce groupe nominal et indiquez si ces remarques sont correctes ou non.

		VRAI	FAUX
► The Oslo Business for Peace Award			
a. Ce groupe nominal est formé de quatre noms.		<input type="checkbox"/>	<input type="checkbox"/>
b. Le nom le plus important est "Award".		<input type="checkbox"/>	<input type="checkbox"/>
c. "Oslo" qualifie "business".		<input type="checkbox"/>	<input type="checkbox"/>
d. "Business" est donc invariable.		<input type="checkbox"/>	<input type="checkbox"/>
e. Pour traduire en français, on commence par le premier nom.		<input type="checkbox"/>	<input type="checkbox"/>

Traduisez en français.

Dites quel groupe de mots fait référence à:

a. une entreprise	b. une industrie	c. la communication	d. un dirigeant.
-------------------	------------------	---------------------	------------------

Puis traduisez en français.

Groupe de mots	Référence	Traduction
► a leading industry		
► an industry leader		
► a communication company		
► company communication		

## Exercices

### 1 ► Make noun groups.

- leaders of businesses → .....
- the sector of technology → .....
- zones of conflict → .....
- equality between genders → .....
- inclusion in education → .....
- the capacity of production of coffee → .....
- software for the management of the relationships with customers  
→ .....

### 2 ► Translate into English.

- l'éthique des affaires: .....
- une base de clients: .....
- un groupe des services: .....
- la culture d'entreprise: .....
- une séance photo: .....
- le marché du travail: .....
- l'écart salarial: .....
- la diversité ethnique: .....
- le plafond de verre: .....

# Recording and leaving a voicemail message

## Your job

You are Julie Dupont, a sales assistant in the sales department at Accounts For Business, a company specialising in selling accounting software programmes for companies. Among other responsibilities, you are in charge of answering phone queries and contacting customers.

## Your task

1 On a piece of paper, **prepare** an automatic message of absence. You can **save** it on an audio recorder.

2 **Listen** to the voicemail left by Mark Jones, Head buyer at a company selling toys.

#audio

foucherconnect.fr/23nca45



Then **call** him back and **leave a message** to propose dates for a meeting with Lindsay Walter, the sales Director:

- Monday 6 - 2.00-4.00 or Thursday 9 - 1.30-4.00.
- Inform him that the sales director will present all the features added to the new software.

## Tips

- Don't forget to **introduce yourself and the company** and give your **contact details** and the **purpose** of your call.
- Phone communications are less formal than written ones, so **calling your interlocutor by their first name** is common practice.
- Be **professional** but **friendly**. Your smile can be heard over the phone.

## KEYWORDS

- **Julie Durand speaking:** Julie Durand au téléphone
- **You have reached Julie Dupont:** Vous êtes sur la messagerie de Julie Dupont
- **Could you please...?:** Pourriez-vous s'il vous plaît... ?
- **Don't hesitate to/Feel free to...:** N'hésitez pas à...
- **(un)available:** (in)disponible

Let's be PRO!

# Check point

## 1 Choose the right answer.

- The bank supports ... in its workforce.  
a. diversity and inclusion  
b. inclusive diversity  
c. diversion
- Promotion for women is still difficult because of the ...  
a. glass floor  
b. top ceiling  
c. glass ceiling
- It is very difficult to bridge the ... gap.  
a. sexual  
b. parity  
c. gender
- The manager was appreciated by his team because he was good at ... women.  
a. empower  
b. empowered  
c. empowering
- He was ... because of his sexual preferences.  
a. discriminated against  
b. discriminating  
c. discriminated
- A lot of ... and ... are barriers to recruitment.  
a. prejudices ... bias  
b. clichés ... bias  
c. prejudices ... biases

## 2 Fill in the blanks with the following words: *empowered, financial, growth, inclusion, opportunities.*

Today, about half the adult world lives in the informal economy, dealing exclusively in cash. To be one of those estimated two billion people is to face barriers that make life risky, expensive and inefficient. Financial helps put people on a path out of poverty, creates productive, citizens, fosters business and fuels economic

## 3 Translate these newspaper headlines into French.

- Annual spending on ethical products:
- UK airport expansion:
- UN green investment scheme:
- New York's highest paid public employees:
- Social media firms under new IT rules:

## 4 Correct the mistake in each sentence.

- The first ethical consideration is to treat employees unfairly and to recruit them on a basis of equal opportunity.
- Fair trade ensures that small-scale farmers are exploited directly and at a fair price for their crops.
- Another ethical consideration is the impact the business has on the environment. It should maximise energy consumption and waste production.
- A company should also initiate schemes to deteriorate the local community.



#glossary  
toucherconnect.fr/23nca00

## WORDBOX

### Core values: les valeurs fondamentales

- a code of ethics: un code éthique
- commitment: l'engagement
- corporate social responsibility (CSR): la responsabilité sociale des entreprises (RSE)
- diversity and inclusion: la diversité et l'inclusion
- empowerment: l'autonomisation
- fairness: la justice
- fair trade: le commerce équitable
- gender equality: l'égalité entre les sexes
- human rights: les droits de l'homme
- mentorship: le mentorat
- a patent: un brevet
- philanthropy: la philanthropie

### Misconduct: la mauvaise conduite

- abuse of power: l'abus de pouvoir
- a bias/prejudice: un préjugé
- to cheat: tromper, tricher
- counterfeiting: la contrefaçon
- corrupt: corrompu(e)
- to deceive: tromper
- deceptive: trompeur(se)
- to denounce: dénoncer
- to exploit: exploiter
- the gender gap: le fossé entre les sexes
- harassment: le harcèlement
- insider dealing/trading: le délit d'initié
- to jeopardise: mettre en danger

- to lie: mentir
- misleading: trompeur(se)
- money laundering: le blanchiment d'argent
- piracy: le piratage
- privacy: l'intimité
- to prosecute: engager des poursuites judiciaires
- profitable: profitable
- to steal, stole, stolen: voler
- to sue somebody: intenter un procès à quelqu'un
- a sweatshop: un atelier où les ouvriers sont exploités
- a takeover: une prise de contrôle, un rachat
- to violate norms: violer les normes
- to work overtime: faire des heures supplémentaires