**Ethics in The Business World**

Ethics are to do with what is 'right' and 'wrong'. They play an increasingly important role in business today. A business is part of society and, just as society requires a certain standard of behaviour from individuals; it also expects businesses to abide by similar standards.

Business ethics is therefore the application of ethical values to business behaviour. It applies to all aspects of business conduct - from boardroom strategies and how companies treat their suppliers to sales techniques and accounting practices.

Ethics goes beyond the legal requirements for a company and is therefore a matter of choice. Business ethics applies to the conduct both of individuals and to the organisation as a whole. It is about how a company does its business and how its activities affect all of its stakeholders.

* Ethical Issues
* Corporate Governance
* Corporate Social Responsibility (CSR)
* Environment
* Sustainability
* Human Rights
* Corruption
* Fair Trade
* Legal and Regulatory Compliance
* Business Practices
* Working Conditions

http://business-ethics.com/2010/01/24/2154-nike-corporate-responsibility-at-a-tipping-point/

http://ethisphere.com/how-nike-is-changing-the-world-one-factory-at-a-time/

**McDonald's**

What are business ethics?

What are the ethical issues McDonald's faces on a day to day basis?

http://www.mcdonalds.co.uk/ukhome.html

Who are McDonald's stakeholders?

How does McDonald's try to portray to its stakeholders that it is an ethical business?

http://www.aboutmcdonalds.com/mcd/our\_company/mission\_and\_values.html

http://en.wikipedia.org/wiki/McDonald's#Corporate\_overview

<http://www.aboutmcdonalds.com/mcd/sustainability/library/past_sustainability_CR_reports.html>