Business Ethics: Perspectives on the Global Supply Chain
Note: This assignment is located in an assignment template in the ePortfolio Library. Please instruct students to download the assignment template to complete their work.

Background
Now, more than ever, business is global. Businesses that once manufactured and sold their products from a single factory, now have a **supply chain** that reaches countries all over the world. Businesses, concerned for the profits of their shareholders, targeted countries that offered the most productivity for the least amount of money. Developing nations welcomed the American businesses in hopes that it would benefit their own economy. With very few regulations in the labor policies of these foreign nations, these partnerships seemed mutually beneficial. In the 1990’s many of these businesses came under the scrutiny of the public eye for human rights violations, particularly in sweatshops. Sweatshops, generally overwork employees for very little pay in unsafe conditions. However, for many of the employees, the sweatshop provides one of the few means of income available to them. These work environments are utilized by many big companies, including Nike.

Instructions

**Part one: Essay**
Focusing on Nike and the **Hansae, Vietnam** sweatshops as your main source, address the following in a brief essay (about 500 words):

- Discuss your understanding of what is meant by a sweatshop.
- What are the potential benefits for Nike of using sweatshops for manufacturing and what are the potential problems for Nike? Please explain.
- What are the potential benefits to an employee working at a sweatshop and what are the potential problems? Please explain.
- Whose responsibility do you believe it is to ensure the global supply chain is free of **exploitative** practices? Consumers? Businesses? Government? Explain your reasoning.
- Who is protesting Nike practices? What is the role of protest in our society? Does protest help? What else can be done?

Post your essay with a title in the essay section of the assignment template.

**Part Two: Photos**
To develop your **digital ability** you must learn to use images that make your messages more powerful. In the below articles you can see some examples of how photos can bring more impact and attention to the writer's message. Photos help us to communicate in ways that might be difficult to communicate in words.

In the template below there are spaces for two images. Please do the following:

- Find images and/or data graphics that help to communicate the message in your essay to the audience in a more powerful way.
- Below each image you chose, you must add a caption explaining how the picture communicates your message and the citation for the source of your image.
Research Material

The items listed below will help with your completion of this assignment. Please read, watch, and listen carefully:

- Watch *Making Global Labor Fair* by Auret van Heerden 2010. To watch now click here
- Read *10 Major Clothing Brands Caught in Shocking Sweatshop Scandals* by David Macintyre. To read click here
- Read *Two Faces of Economic Development: The Ethical Controversy Surrounding U.S.-Related Sweatshops in Developing Asian Countries* by Annabelle Wong. To read click here
- Read *Hansae Vietnam: Case study of hazardous working conditions and the failure of corporate social responsibility audits to fix the hazards* by Garrett Brown. To read click here
- Read *With Nike Up to Old Tricks, Students and Workers Launch Global Protests* by Kory Stuer. To read click here

Feel free to add your own research sources, especially the article you found in the Library session of the class. Be sure to cite all sources in APA format.

Part Three: Video

Using your research from part one of this assignment, you are creating a video in which you play the role of Nike's Corporate Social Responsibility Manager (click here for a brief video on what Corporate Social Responsibility means). For more information on what a Corporate Social Responsibility Manager does click here and read a first hand account. Want to know how much money a Corporate Social Responsibility Manager can make? Click here.

You are reporting at an annual Nike board meeting. You are asked to present your research without bias favoring Nike, meaning you will not be fired for telling Nike something is wrong or something should change. In fact, it is your job to tell them when and why change is needed and how they might achieve your suggested change. For this video, assume that Nike board members know very little about the recent Nike protests and about the impact of sweatshops.

Make a video recording of 3-5 minutes to introduce yourself to your audience as a Corporate Social Responsibility Manager and address Nike's board members. In your video recording, be sure to discuss the objectives of the paper and highlight the key aspects to demonstrate the issue and the ethical concern.

The point of your presentation to the board is to:
1. Inform Nike of the issues sweatshops will cause their business.
2. Inform Nike of who the protesters are and what they are asking for.
3. Explain the ethical dilemmas. For example, why can’t Nike just close its factories?
4. Make a suggestion to the board about what they can do to solve the problem.

Post your video in the video section on the assignment template (below).