

Ethics/Sustainability Presentation
BUAD 302/Colman/Fall 2022

Learning Objective

Interpret ethical principles, intercultural, and diversity factors that impact the communication process among employees, managers, colleagues, and business leaders by analyzing ethical challenges or incidents in organizational contexts.

“Adopting ethical behaviors and seeking to ensure the implementation of environmentally sustainable practices makes good business sense. It can attract consumers, enhance consumer loyalty, engage, and motivate employees and deliver shareholder value. It is good governance.”
<https://www.mills-reeve.com/>

Sustainability <https://www.epa.gov/sustainability/learn-about-sustainability>

“Sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. To pursue sustainability is to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations.”

Your Task – Ethics or Sustainability

In a *two-minute presentation*, you will inform your audience what ethics and/or sustainability mean to you. In this presentation you are asked to introduce yourself and your topic and utilize all that we have learned this semester about delivering presentations. Your presentation should concisely communicate your view. Your task is to illustrate what ethical behavior or what sustainability means to you through a personal story or example to increase the meaning for your audience. Feel free to be creative to best tell your story.

The only constraint for your presentation is the time—you have two (2) minutes. The goal of the assignment is to get all of us thinking about the role ethics and sustainability play in our lives—at school, at work, and in our personal lives.

For Groundwork

- Read *Being a Professional of Integrity* published on Blackboard/Assignments/Ethics or Sustainability Presentation.
- Become familiar with the plans to increase sustainability at USC <https://green.usc.edu/> and research what sustainability means to better understand how it will impact you as future business leaders.

Due: Monday, November 11, 2022, Presentation on Bongo - before your class start time.
Three peer-review before 11:59 p.m. PST.

Visual Aids/Attire

Slides are NOT required. Dress is business casual.

Grading

The presentation is worth 50 points and the three-peer review are 5 points for a total of 55 points. Please refer to the rubric on Blackboard for specific point distribution.