

Got something to say about Business Ethics?

ibe
Institute of
Business Ethics



tell us
and you could **win**
£1,000



The IBE Student Essay Competition in Business

Ethics celebrates the
best writing by undergraduates
and postgraduates.

Deadline 30 June 2020

In association with the
GORDON COOK FOUNDATION

2020

The Institute of Business Ethics

Student
Essay
Competition
in Business Ethics

Business Ethics

is an increasingly important issue for all organisations.

What are you interested in:

- » Why does a culture of trust and fairness in the workplace make good business sense?
- » How should multinational firms apply their values around the globe?
- » What inspires staff to act ethically?
- » What constitutes good practice in supply chain management?
- » What pressures cause senior managers to make unethical choices?
- » Should executives be paid for failure?
- » Why should boards be diverse?

There's no limit to what you can write about

....and there is a £1000 prize each,
for the undergraduate and postgraduate categories!

For competition entry guidelines go to

www.ibe.org.uk/studentessaycompetition

All entries must be submitted electronically, via the above web address



Corporate tax avoidance



Exploitative labour



Human rights



Personal data privacy



Work-life balance for employees

Send us
your essay
for a
chance to
Win
£1,000

Submission checklist

- ✓ The word count for entries is **2,500 words** ($\pm 10\%$) excluding all supplementary materials (appendices and bibliographies)
- ✓ Entries must be submitted electronically, via the IBE website: **www.ibe.org.uk/studentessaycompetition** between 01 March–30 **June** 2020
- ✓ All entries must be in English and submitted as a word doc. Pages must be numbered and the word count written on the front page
- ✓ The deadline for submissions is 23.59pm on **Tuesday 30 June 2020**.

Marking criteria

Essays will be judged and scored upon the following criteria – each criterion is marked out of five

- **Topicality** – the extent to which the essay is relevant to contemporary debate and to ethical business practice
- **Clarity of expression** – the extent to which the essay is fluently written in accessible language, is coherently structured and uses a high standard of referencing
- **Analysis** – the extent to which the essay presents clear, well organised and well-reasoned argument, judgment and opinion or conclusion, with relevant evidence, analysis, illustration, interpretation, evaluation, or application
- **Use of theory and research** – the extent to which the essay draws on appropriate academic literature and other data and relates it to the topic; and sets out and correctly employs relevant concepts
- **Application to practice** – the extent to which the essay addresses real-world challenges in business ethics and makes a contribution to the development of thinking and practice.

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About the Institute of Business Ethics

The Institute of Business Ethics, whose purpose is to promote high standards of business behaviour based on ethical values, is an important partner to any business wanting to preserve its long-term reputation by doing business in the right way.

All organisations need to demonstrate they are trustworthy in order to operate effectively and sustainably. Reputations are not based solely on the delivery of products and services, but on how an organisation values its stakeholders. Having a reputation for acting with honesty and ethics will not only differentiate an organisation, it will make it more successful.

For over 30 years, the IBE has advised organisations on how to strengthen their ethical culture by sharing knowledge and good practice, resulting in relationships with employees and stakeholders that are based on trust.

The IBE is a registered charity funded by corporate and individual supporters.

Donate today and be part of a network sharing good practice in business ethics.

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