**214 Business Ethics**

**The Project**

It should include:

\*Cover Page. (KSU logo-Subject Name-Teacher’s Name-Section number & time-Student Names & Serial Numbers- The Company)

\*Index – Table of Content.

\*Introduction

- (choose any organization you would like to work with in the future)

- about the company:

1. Mission
2. Vision
3. Goals

* The importance of ethics
* Why study business ethics?
* What will do in this project?

\*Main body:

-Business regulations/rights in this company

- How this organization influenced by policy/procedures?

- Ethical decision making (how to improve ethical decision making?) there is any implementing and core values in ethical business decision making.

-The role of ethical culture and relations

The organizational culture of Apple is a key factor in the continued success of the company. Apple's culture enables human resources to support various strategic objectives. Furthermore, their cultural characteristics are adapted to innovation and that is what determines the competitiveness of businesses in the information technology, online services and consumer electronics industries. By all the pioneers of Apple, the organization continues to build its culture to optimize human resource support for business significance in multiple markets around the world. Apple's company has a strong atmosphere of creativity.

Mostly, they focus on maintaining a high degree of innovation that promotes imagination and a way of thinking that challenges expectations. Cultural support is one of the main factors for effective business. Here are some of Apple’s major corporate cultural characteristics: top-notch excellence, creativity, innovation, secrecy, and Moderate combativeness.

Top-notch excellence: It is stated around Apple that they are stringent when it comes to recruiting workers, they have a strategy of employing only the most excellent of the most excellent in the job market. The previous leader (Steve Jobs) was reported to have fired staff who did not meet his standards. (Tim Cook) continues this tradition, which inspires workers to do their best. Excellence is a key factor for companies, particularly in the product needs of continuing growth and design strategies.

Creativity: This trait means developing new concepts that will help to develop the company and its products. Apple management prefers innovation over capabilities, knowledge and skills especially employees involved in product design and development processes. Such creativity is evident in the features of iPhones, Airpods, Macs and other Apple’s products. Such variables allow the company to fulfill the needs and desires of its customers.

Innovation: Apple's company is promoting digital development and accelerated technology and innovation. Apple is one of the most creative businesses in the world, as it motivates workers and prepares them with an adequate atmosphere and circumstances of creativity based on individual performance and contributions to product growth.

Secrecy: The founder of the Apple company (Steve Jobs) was cautious to have a corporate atmosphere of secrecy. The corporation continues to implement this policy which has become part of the organization's plan to minimize misuse of confidential data or something else connected to it. This strategic strategy gives Apple the ability to be competitive against its rivals.

Moderate Combativeness: Steve Jobs was considered to have a mild combative style. Employees were randomly challenged to ensure that they are still able to operate at Apple's company under any circumstances. Tim Cook's leadership (the current leader of Apple organization) has turned Apple's corporate culture into a more welcoming and less combative one. Apple organization has moderate degree of combativeness that presents challenges to make employees more alluring to enhance the outputs.

-Explain informal power relationship in organizations from an ethical perspective.

There is no doubt that informal relations in organizations have negative effects. Idealizing business culture does not have informal power relationships, but under real circumstances, informal relationships and abuses exist.

For example, if an employee pursues an ethical business environment and improves the performance of assistants, and another employee has an informal power to use it in a negative way and misuses that power to cause complications and vandalism, the first employee can’t easily continue to work in such a culture.

Terrible consequences of informal power relations are different, for instance, using informal power to have your interest with no awareness about what this attitude may result on other worker’s career, or it may reduce the capability and improvement of employees or rise the deficiency of the corporate culture system and other business systems. Various factors are helping to create informal power relationships. For example; leaking information to an employee, then misuse it to force other workers to engage in illegal activities by threatening them. There may be a number of harassment in the workplace due to a hostile working environment in conjunction with informal power practices.

If there is informal power that rise productivity and enhance performance, it’s recommended to rearrange the power sources and responsibilities to make it formal power to the right and suitable employee.

-Do the company apply any CSR programs?

Yes, Apple organization has various of corporate social responsibility programs. The programs and projects of Apple Corporate Social Responsibility (CSR) are led by Lisa Jackson, Vice President of Environmental Campaigns, reporting directly to CEO Tim Cook.

Tim Cook, assuming Apple's leadership in 2011, has increased the emphasis on the CSR component of the company to a significant degree. Tim Cook is a member of the Paulson Institute's CEO Council for Sustainable Urbanization, partnering with other CEOs of major Chinese and Western businesses to promote sustainability in China.  

Apple Corporate Social Responsibility Programs and Initiatives:

* Apple Supporting Local Communities:

Global Volunteer Initiative was launched in 2011 to promote volunteering in local communities. The system was revised in March 2015 to grant workers the opportunity to select projects in their local communities that they would like to contribute. In 2018, more than 250,000 hours volunteered and more than USD 125 million given to organizations around the world under the Global Volunteer Program. The company is also responding to natural disasters. This includes collecting USD 1 million to support the victims of Hurricane Maria and USD 2 million to help the victims of Hurricane Harvey and Hurricane Irma in Puerto Rico. In China, Apple is empowering all of its offices and retail stores with solar panels installed high off the ground, allowing grass to flourish and local yaks can eat It.

* **Apple Educating and Empowering Workers:**

Since 2008, Apple has offered educational services to more than 3.6 million suppliers 'employees. Under the leadership of Denise Young Smith, Apple's Vice President for HR, Apple has greatly expanded its employee benefits packages. For example, expectant mothers can take up to four weeks before childbirth and up to 14 weeks after birth, whereas fathers and other non- birth parents are entitled for up to six weeks of parental leave. 68% of people attending App Development and Swift in 2018 had no coding knowledge. They were able to create an app after the completion of the course.

* **Labour and Human Rights at Apple:**

Company has achieved an average of 95% enforcement among suppliers to a maximum of 60-hour workweek. Apple enforces the Supplier Code of Ethics, which is believed to be the strictest in the electronics industry. Since 2007, Apple has trained more than 17.3 million staff of its suppliers on their rights. In 2018, Apple suspended five mineral manufacturers from supply chain for refusing or unable to engage in human rights audits.

* **Employee Health and Safety at Apple:**

The organization has launched Apple Supplier EHS Academy, an 18-month initiative aimed at enhancing the health and safety of workers around the globe. 240 suppliers and 270,000 workers participated in the project. Approximately 75 jobs within the supply chain have been studied in Apple's ergonomic department to define ergonomic risks. Research has resulted in better criteria for handling improvements in the design of workstations. The multinational technology organization has set up a group of health clinics called AC Wellness for its staff and their families.

* **Apple and Gender Equality and Minorities:**

Tim Cook is the only openly gay CEO of Fortune 500 and has been lauded as a good advocate of labor diversity. In 2016, the company received fair wages for employees. 36% of all workers under 30, 29% of executives and 39% of leaders under 30 are women at Apple, with 50% of new hires in 2018 coming from traditionally underrepresented tech communities such as women, Black, Latino, Native American, and Native Hawaiian & Other Pacific Islanders.

Apple continues to take sustainable measures that will have a positive impact on cooperation issues in the real world. Apple company has focused on how to deal with electronic waste in the past couple of years, recently Apple developed a line of robots known as "Liam" that dissembled iPhones every 11 seconds for recycling. These robots could dismantle 1.2 million phones a year and some of these components, which have been disassembled, make new products rather than just dumping those materials into landfills. Some of these materials may take years to decompose, so these robots make a significant contribution and will continue to be used in a variety of ways. Apple organization can continue to use these robots to remedy other global issues. In addition, in February 2016, Apple was the first American tech company to issue around 1.5 billion green bonds to finance various environmental projects. One of Apple's basic objectives is to reduce its impact on climate change, as a result of which Apple is trying to use as much renewable energy as possible. Apple has reported that it has generated enough renewable energy to cover 93% of the electricity used internationally by Apple. In 23 countries around the world, Apple is already using 100% of its renewable energy and is continuing to spread it all over the world. In addition, in the last five years, Apple has reduced its carbon footprint by 64%. Apple is working to preserve the workforce that contributes significant renewable resources. Apple has partnered with "Conservation" to protect these forces and also has a World Wildlife Partnership Fund. Partnerships with companies like these are truly beneficial to Apple's success and will continue to build vital partnerships like these. Returning to the carbon footprint effects, Apple wants to eliminate these effects on the earth by collaborating with its intermediaries and limiting the emissions produced by reducing the production of raw materials as much as possible and the electricity used in their production facilities. Apple has worked with its suppliers to develop an appropriate program to reduce their forest residues and energy use. So, Apple has created a program that tracks their energy use in detail and saves more than $32 million through this useful process.

- Case study that have the same (principles and values)

\*Conclusion:

- Recommendations

- (What did you learn from the project?)

-The role of ethical culture and relations

<http://panmore.com/apple-inc-organizational-culture-features-implications>

-Apple company’s CSR programs

<https://research-methodology.net/apple-corporate-social-responsibility-csr/>

<https://youtu.be/mdARhVVqr4s>

\*References. 7/10

\*Projects from (10/12) pages (cover page/table of content/references) not included

\*Front size (12)