

MANAGEMENT ETHICS ASSISSGNMENT

CORPORATE SOCIAL RESPONSIBILITY THEORY



**HEALTHY BURGER MADE OF 100% MEAT
MACDONALD**

2000 words

Introduction:**Corporate social responsibility at Macdonald**

Macdonald is a successful fast food retail, highly successful at providing safe food to its millions of customers. The demand for their goods is so high.

Gender equality can be found at MacDonald, women and people of colour make up 73 percent of MacDonald of MacDonald workforce, 43 of all franchise staff and 55 percent of suppliers. Macdonald have even set up a woman development program to help promote gender quality. Macdonald have started a campaign named meet out people which was the only campaign to receive no negative feedback. Macdonald appreciate every and each employee they hire.

They have existed for decades and many people are still showing interest in their beautiful made fast food. MacDonald have many partners around the world, its stakeholder is fully dedicated to the business and they have shown commitment in providing safe food. However, they have always being a question from people on McDonald sustainability. How sustainable are they? Although they have a great competitive advantage using different techniques and appealing images of their food. Their stakeholders are dedicated to the business success and worked hard in order stay ahead of their competitors, they have a great technology and innovative ideas to bring fort success and stay ahead of the market.

Organizational Ethics: Where Values and Cultures Meet

The Institute for Global Ethics provides customized, needs-based services for organizations that recognize that value of integrating ethics into their everyday workplace cultures—at all levels. IGE brings comprehensive expertise to your challenges, including climate assessment, code creation, code training, program evaluation, compliance linking, and broad-based communication tactics. Your unique requirements determine our specific and economical recommendations for intervention and service.

A company's inability to identify and resolve ethical vulnerabilities can cause irreparable harm to its brand. With help from, organizations can draw on integrated program modules and decision-making models to strengthen its frontline defences.

IGE provides assessments of a company's ethical climate and values. Our surveys help business leaders by identifying gaps in employee attitudes regarding the ethics of your workplace and developing solutions that sustain a culture of integrity and trust.

- Increased shareholder confidence
- Enhanced productivity
- Attract and retain a quality workforce
- Protect customer trust
- Improve efficiency

Expand compliance efforts. (<https://www.globalethics.org/What-We-Do/Consulting/Organizational-Ethics>)

Sustainable Macdonald

MacDonald pride themselves to be ethical correct to a certain degree, they have meat sustainability policy. They have a system of continuous innovation and best practices. Macdonald ethic integrity, understanding, excellence, unity and responsibility. These values are evident in everything that it does and drive the ethical behaviour. Organizations ethic integrity, understanding, excellence, unity and responsibility. They have a plan of sustainable supply. they have recently introduced the beef sustainability. Their burgers are now made of 100% of pure meat. These values are evident in everything that it does and drive the ethical behaviour of the company. For Tata Steel, taking responsibility for tackling the challenges of sustainability follows naturally from this ethical stance. ics mostly include integrity, understanding, excellence, unity and responsibility. These values are evident in everything that it does and drive the ethical behaviour of the company. For Tata Steel, taking responsibility for tackling the challenges of sustainability follows naturally from this ethical stance. Commitment to ethical behaviour is often shown in the corporate social responsibility (CSR) policy of a business. Businesses are no longer judged

solely on their ability to deliver goods and services but also on the manner of delivery and how they impact on society and the environment.

Macdonald adopted an ethical obligation to provide clean, hygienic restaurants, child-friendly toys and a safe atmosphere obligation to provide clean, hygienic restaurants. Their safety standard for food and toys must match or be over the governmental standards. The obligations include ensuring that all advertising is honest and tasteful, and that confidential information is not shared.

McDonald's standard booklet includes a section on providing a positive experience for its employees as well as customers. A place free from harassment and fear. A place of positive experiences for their daily consumers.

The corporation believes in diversity and treating all customers according to the code of ethics. Macdonald believe its corporations including employees have an obligation to act in the best interest of Macdonald not for personal gain. Owners and operators of Macdonald act independently but with integrity, following all relevant laws and safety guidelines. Suppliers should also be treated fairly.

The corporate standards book includes a section on ethical guidelines for dealing with

McDonald's assets. These obligations include protecting the intellectual property of McDonald's and its assets. For example, employees shouldn't use company computers to transmit illegal information or use the McDonald's logo for personal gain. Any conflicts of interest should be immediately shared with the company's Global Compliance Office. This includes working with family and friends. Bribery is strictly prohibited

One of the cornerstones of McDonald's employees' ethical obligations is giving back to the community. Employees donate millions in money and hours of service every year, the company says. However, political donations made by the company must be approved by the government relations department. An employee who wants to donate time or money to a political candidate is free to do so, but only on his personal time and at his own expense. McDonald's also focuses on environmental health, such as investing in climate change innovations and conservation efforts. While seeking profit and growth is of utmost importance to McDonald's, its corporate standards book stipulates that no employee should engage in such actions if it violates antitrust or fair

competition laws. Competitive advantages shouldn't be gained through unfair or illegal trade, but through research, marketing and quality service.

Issues of business ethics at Macdonald

Although Macdonald have achieved a lot, their employees do not make a lot in terms of earnings. Some get pay very little wages compare to the amount of work and hours provided.

Fayol principle of management

A theory used by Macdonald within their business. Management theories help business

- One of the theories used by Macdonald include Fayol theories.
- Division of labour. Task are well shared among staff.
- Authority and responsibility of Leaders regarding everyday duties and staff management
- There an extend of Discipline within McDonald work environment, employees are called to be obedient and respectful towards their fellow colleagues and leaders.
- Unity of command, employee have one boss in MacDonald guiding them in line
- Unity of direction, worker is well guided in their daily duties.
- There is a clear chain of command from the top to the bottom.
- Equity the provision of justice and a fair treatment of all employees at Macdonald and Order and provision of career opportunity
- Stability of long-term employee in MacDonald is well proven within many branches of MacDonald.

Adam smith management theories

Job specification and the division of labour

Job specification result in high performance and productivity.

Frederick W. Taylor Scientific management theory in MacDonald

To replace the rule of thumb work method, work with scientific devised method.

Scientifically select train teach, instead and develop each worker instead of leaving them to train themselves Provide detail instructions and supervision of each worker. Macdonald train and teach their staff on new machinery and other innovative equipment as well as customers self-service machinery or other innovative scientific product.

Weber 5 principle of bureaucracy

- Authorities are well identified as weber mention authority is the power that held people accountable for their actions.
- Position in the firm should be held based on performances, not social contact.
- Position duties are well identified as all employees knows what is expected from them in terms of customers satisfaction and profitability.

Management by objective term used by peter Drucker in 1954 focus on results not on activities which can be well link to MacDonald success and competitive advantage. They focus on result and making sure that they stay well ahead of the competitive market by applying most management technique within their business. Objectives at Macdonald are SMART, and this is proven by the level of success of the firm.

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