**BUS020X601A Business Ethics and Responsible Management**

**Assessment Case Choice 1**

**Another look at the gig economy: The self-employed couriers of Deliveroo.**

**Background**

Deliveroo is a successful online food delivery company transporting takeaway orders from restaurant to customer. Making its money form a commission charge and a delivery fee, Deliveroo has an income of £129 million in 2016.

But how many people work for Deilveroo? It depends how couriers are classified. The Deliveroo business model is built on couriers being self-employed. What, if any, issues does this raise?

Take a look at this story:

<https://www.theguardian.com/business/2018/jun/28/deliveroo-couriers-win-six-figure-payout-in-employment-rights-case>

The company argues that it offers ‘…well-paid flexible work that our riders value’; the riders in this story argued they were ‘unlawfully denied rights’

Your task is to explore this issue from the perspective of ethical management.

Your assessment into two parts with part 1 being further split into two. Read the requirements below and attempt all three parts:

Part 1

1. You are required to write a brief report to senior managers at Deliveroo from the perspective of a middle manager tasked to outline the ethical dimensions of the practice of employing couriers. You will need to explore a number of factors including - Why should this be explored as an ethical question? How might the company want to think about the role of business in society? You will also need to outline who the key stakeholders are and in what way they are affected. You should include research into examples of how ethical choices impact on other companies (e.g where is there research that shows good choices benefit companies and bad choices have a negative impact?). Finally you should conclude with some recommendations for what the company should do

This part of your assessment should be written as a report, but should be referenced in the normal academic way using Harvard citations and referencing.

1. For this part you should again use the case study – but this time choose TWO ethical theories and demonstrate that you can apply these to the case to show how your chosen theories lead you to a view on the ethics of the case.

Part 2

Part 2 is NOT related to the case study. This section requires you to discuss what makes an ethical leader and how you would, as an ethical manager, manage your business and/or others to a high ethical standard.

You will need to think about personal ethics, about the conditions that bring about unethical organisations and practices, about organisational values and methods of compliance. This part can be written in a more reflective style, where the first person can be used.

**WORD COUNT**

**The word limit for this assessment is 3,000 words. This does NOT include any title page or bibliography.**

**You are allowed 10% of the word count (ie submissions can be up to 3,300 words\_, submissions exceeding this will be subject to a penalty.**

**How the word count is used across the submission is up to you. A suggestion would be**

**Part 1**

1. **Approx. 1200 words**
2. **Approx. 1000 words**

**Part 2**

**Approx. 800 words**

**The exact proportions will vary and this is part of your challenge to write informatively and concisely across the required tasks.**

**How will we support you with your assessment?**

* Assessment briefing Week 1 (lecture)
* Briefing material and guides in addition to the assessment brief (Please make sure that you read these)
* Dedicated seminar session on your formative assessment - see LTAF for the weeks
* Prompt feedback session on your formative assessment and tutorial session to support the development of your summative assessment.
* Tutorial session to support the completion of your summative assessment in Week 12.

**How will your work be assessed?**

Your work will be assessed by a subject expert who will use the marking grid provided in this assessment brief. When you access your marked work it is important that you reflect on the feedback so that you can use it to improve future assignments.

**Referencing**

You MUST use the **Harvard System**. The Harvard system is very easy to use once you become familiar with it.

**Assignment submissions**

The Business School requires a digital version of all assignment submissions. These must be submitted via Turnitin on the module’s Moodle site. They must be submitted as a Word file (not as a pdf) and must not include scanned in text or text boxes. They must be submitted by 2pm on the given date. For further general details on coursework preparation refer to the online information via StudentZone <http://studentzone.roehampton.ac.uk/howtostudy/index.html>.

**Mitigating circumstances/what to do if you cannot submit a piece of work or attend your presentation**

The University Mitigating Circumstances Policy can be found on the University website - [Mitigatin](http://www.roehampton.ac.uk/uploadedFiles/Pages_Assets/PDFs_and_Word_Docs/Quality_and_Standards/Mitigat)g  [Circumstances Polic](http://www.roehampton.ac.uk/uploadedFiles/Pages_Assets/PDFs_and_Word_Docs/Quality_and_Standards/Mitigating%20circumstances%20policy%20August%202013.pdf)y.

**Marking and feedback process**

Between you handing in your work and then receiving your feedback and marks within 20 days, there are a number of quality assurance processes that we go through to ensure that students receive marks which reflects their work. A brief summary is provided below.

* **Step One** – The module and marking team meet to agree standards, expectations and how feedback will be provided.
* **Step Two** – A subject expert will mark your work using the criteria provided in the assessment brief.
* **Step Three** – A moderation meeting takes place where all members of the teaching and marking team will review the marking of others to confirm whether they agree with the mark and feedback.
* **Step Four** – Work at Levels 5 and 6 then goes to an external examiner who will review a sample of work to confirm that the marking between different staff is consistent and fair.

**Step Five** – Your mark and feedback is processed by the Office and made available to you.