UNIT TWO: ILL-GOTTEN GAINS NEVER PROSPER (pp. 45-73)

Topic: Ethics in Business: Fighting Fraud and Corruption
Sequence One: LISTEN AND CONSIDER (pp.46-52)

A- Getting started (p.46)

The picture shows two men sitting round a table. One of them, seemingly a businessman on the left, is giving some under-table money to the other one as a bribe.

Exercise 1, p 46: (Open questions)

- A- Bribing ☑ unethical practice
- B- Whistle blowing ☑ ethical practice (this question can admit many answers)
- C- Spending money on lobbying ☑ unethical practice
- D- False accounting ☑ unethical practice
- E- Militating in an anti-corruption association / society / organization ☑ ethical practice

Exercise 2, p 46: (Definition of Business Ethics)

> “A system of moral (= ethical) principles applied in the commercial world”.

B- Let’s hear it (p.47)

Listening Script: (Interview with Mr. Karim Bishi, p. 199)

- A- The Right-to-Know Association is an anti-corruption body.
- B- Transparency International publishes an annual report about the level of corruption in most countries of the world.
- C- So you think there are chances of winning the fight against corruption.
- D- Sorry to interrupt you, but should citizens be involved in this fight to stop corruption?
( Expressing condition with provided / providing (that) and as long as )

Examples:

1- We will eradicate corruption providing (that) we act now.
2- The chances of eradicating corruption will increase as long as all countries are committed to fighting it.

A- providing (that) = as long as = but only if
B- "providing (that)" and "as long as" express condition.
C- We will eradicate corruption providing that we act now.

(main clause) (subordinate clause)
(future simple) (present simple)

The chances of eradicating corruption will increase as long as all countries are committed to fighting it.

D- Future in the main clause and present in the subordinate one. The time they refer to is the future.

Exercise 1, p 48: (Combining Sentences)

Note: "As long as" and "providing / provided (that)" can be used interchangeably and in initial or mid positions.

1) Mid position:

A- Banks will lend you money to start a business providing that you promise in writing to pay them back.
B- Your business will continue to prosper as long as you keep your probity and integrity.
C- The Mayor will be elected for a second term provided that / as long as he manages to avoid corruption scandals.
D- Algeria will attract more foreign investments providing/provided (that) it passes stricter anti-corruption laws.
E- The government will regain the confidence of the citizens as long as bribery, embezzlement and nepotism are fought.

2) Initial position:

A- Providing that you promise in writing to pay them back, banks will lend you money to start a business
B- As long as you keep your probity and integrity, your business will continue to prosper.
C- Provided that / as long as he manages to avoid corruption scandals, the Mayor will be elected for a second term.

D- Providing/provided (that) it passes stricter anti-corruption laws, Algeria will attract more foreign investments.

E- As long as bribery, embezzlement and nepotism are fought, the government will regain the confidence of the citizens.

**Grammar Explorer - II -** (p.48)

(Expressing wish and desire with “wish” and “it’s high time”)

(See Grammar Reference, pp.219-220)

**Examples:**

A- It’s high time we organized ourselves into an anti-corruption association.

   (simple past) ► *present wish*

B- It’s about time we fought this pollution.

   (simple past) ► *present wish*

C- I wish our fellow citizens had heard our call for fighting corruption earlier than now.

   (past perfect) ► *past wish*

D- I wish the present anti-corruption laws were tougher.

   (simple past) ► *present wish*

E- I wish our government would pass a law giving the citizens the right to know how public funds are spent, and the sooner the better.

   (conditional present) ► *future wish*

<table>
<thead>
<tr>
<th>Present wish</th>
<th>A – B - D</th>
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<tbody>
<tr>
<td>Future wish</td>
<td>E</td>
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<tr>
<td>Past wish</td>
<td>C</td>
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**Exercise 1, p 49:** (It’s high / about time)

A- It's about/high time the government took measures to stop tax evasion.

B- It’s about/high time the public authorities did something to eradicate the underground economy in our country.

C- It’s about/high time speculators of all sorts were arrested.

D- It’s high/about time public authorities made anti-smuggling laws more stringent.
**Exercise 2, p. 49**:  (Wish)

A- I wish I hadn’t stolen the public funds.
B- I wish I were at home and not in prison.
C- I wish I were out of the affair.
D- I wish you would give me a second chance.
Or: I wish I could be given a second chance.
E- I wish I could eradicate nepotism.
F- I wish I could live in a corruption-free society someday.

**Grammar Explorer - III - (p. 49)**

( **Had better / Had better not** )

(See Grammar Reference pp. 219-220)

**Examples:**

1- Citizens **had better** stop shrugging their shoulders at bureaucratic abuse.
2- They **had better** not say that the fight against corruption is not their own business.

A- Had better  ► expresses strong advice/recommendation
B- Had better = ought to = should
   1- Citizens **ought to/should** stop shrugging their shoulders at bureaucratic abuse.
   2- They **ought not to/should not** say that the fight against corruption is not their own business.
C- The contraction (short form) = ( ’d better ) can be used in the second sentence only.

**Exercise (top of) p. 49**:  (Practice)

A- You’d/ **had better** stop buying and selling securities ….Otherwise you’d be guilty…
B- We’d / **had better not** neglect to take the necessary measures…
   Or: We’d/ **had better** take the necessary measures…
C- They’d/ **had better** reconsider their decisions very quickly…
D- They’d/ **had better** give it up because this is a financial wrongdoing…

**Rubric**:  Vocabulary Explorer  (pp. 50-51)

**Exercise 1, p 50**:  (The Odd Item)

A- fraud - corruption - **business** - money laundering
B- false accounting - creative accounting - **auditing** - tax evasion
C- to smuggle - to bribe - **to trade** - to counterfeit
D- auditor - accountant - economist - **customs officer**
F- probity - honesty - loyalty - **abuse**
**Exercise 2, p 50-51**: (Gap-filling)

A) A (1- bribe) is the illegal payment made to a person in order to persuade her / him to do you a favour. In formally, it is called a backhander, a kickback or a sweetener. To (2- bribe) a civil servant is to (3- corrupt) her / him. Anyone who accepts (4- a bribe – bribery) is (5- corrupt) and is involved in (6- corruption). In formal English, this is called a sleaze.

B) (1- Embezzlement) is a type of (2 – fraud) where someone illegally gets money from their employer. For example, an (3- accountant) who sends (4- false invoices) to the company he works for, and pays money from his company into (5- bank accounts) of false companies he has ‘created’ is an (6- embezzler).

C) (1- Money laundering) consists in hiding the illegal origin of (2- money). For instance, (3- criminal organizations) may buy property with money from drugs in order to disguise its origin from (4- tax inspectors). When they sell the property, the money becomes ‘legal’. Most banks now help stop (5- money laundering) by telling the police and tax inspectors when someone makes a large (6- cash deposit).

D) To have an (1- ethical behaviour) consists in doing things that are morally right. Areas where choices have to be made about what is (2- right) and what is (3- wrong) are called (4- ethical issues). Some organizations have a (5- code of ethics) where they say what their managers’ and employees’ behaviour should be in order to prevent them from behaving (6- unethically).

**Rubric:** Pronunciation and Spelling (p.51)

A- **Ethics** are moral beliefs about what is right or wrong.
   - Ethics (moral beliefs) ► Plural

B- **Ethics** is the study of moral beliefs.
   - Ethics (scholarly discipline) ▶ Singular

C- **Statistics** are collections of information in numbers
   - Figures (numbers) ▶ Plural

D- **Statistics** is a branch of mathematics.
   - A scientific discipline ▶ Singular

1- All of them end with –ics.
2- **Singular** when the word refers to a scientific discipline and **plural** when it refers to something else.
3- Stress in words ending in –ics generally falls on the penultimate syllable. (Second from the end)

4- Other examples: staTIStics - matheMATics - PHYsics - ecoNOmics

Rubric: Think, pair, share (p.52)

Topic: Fighting fraud and corruption

Dear fellow citizens,

Corruption is an evil that must be fought now! In order to win this fight I urge all people of good will to unite around me.

If I were elected Head of State, I would implement the following anti-corruption programme. To begin with, I would appoint dedicated civil servants who would work honestly for the country: stealing money or accepting a bribe in exchange for a service is unethical and illegal. Next, I would pass stringent laws to protect citizens and punish embezzling and bribe-taking. I cannot tolerate that honest citizens be the victims of corrupt civil servants.

I would also fight tax evasion and capital flight. Those who earn a lot of money must pay their taxes and contribute to the development of the country. Therefore any tax evader would be severely punished by specially appointed tribunals.

Finally, I would rehabilitate the value of work. Mutual trust is a moral value that we should teach our children from infancy. A little money earned honestly brings a lot of happiness and peace of mind.

To conclude, I could tell you, fellow countrymen that your role as citizens is indispensable to fight corruption. No government can succeed without the help of civil society. Therefore, I urge you again to gather around me to win this decisive battle. Vote for honesty! Vote for me!
Sequence Two : READ AND CONSIDER ( pp.53-58 )

Customs officers stand in front of some of the 900 allegedly counterfeit laptops seized last year and valued at $700,000.

A) Getting started (p.53)

Exercise 1, p53 : (Guessing)

1. It represents a customs officer holding the counterfeit of a famous European painting.
2. No, I would not.
3. The differences between genuine and counterfeit products are in quality, price, safety …
6. It’s wrong to imitate products because imitations are of poor quality, not safe, illegal and dishonest practices …

B) Taking a closer look (p.54)

Exercise 2, p54 : (Comprehension Questions)

A- It is difficult to distinguish between imitations and genuine products because the counterfeiters are very skilful and make perfect copies of the original.
B- Counterfeit medicines are harmful because they have a lack of active ingredients.
C- Counterfeiting has negative consequences on health, (public) safety, and the economy.
D- Imitation is just like stealing someone else’s property. (inference question)
E- Companies should reduce the prices of their products rather than spend huge amounts of money on advertising against counterfeiting.
F- I agree with the author’s conclusion because consumers won’t buy imitations if the brands are at affordable prices (cheap/not expensive).
Grammar Explorer I: (p.55)

( so + adj + that ) / ( such + noun + that )

Exercise 1, p55: (Combining)

A- There are so many marketed imitations of these brands that consumers have lost confidence in them.
B- Copies of brands are so cheap that consumers don’t hesitate to buy them.
C- Counterfeits are of such a bad quality that it is a waste of money to buy them.

Exercise 2, p.55: (Examples from the text)

1) These products are imitated to such a perfection that it is difficult to distinguish between the genuine and the fake products. (P1)
2) The loss in profitability is so big that most of them have launched advertisement campaigns against counterfeiting. (P3)

Exercise 3, p.55:

A- These products are imitated to such a perfection that it is difficult to distinguish between the genuine and the fake products.
B- The loss in profitability is so big that most of them have launched advertisement campaigns against counterfeiting.

C- The subordinate clauses in both sentences express result.

D- a) These products are perfectly imitated (are imitated to perfection). As consequence (Consequently – As a result), is difficult to distinguish between the genuine and the fake products.
   b) The loss in profitability is very big. So (As a consequence), most of them have launched advertisement campaigns against counterfeiting.

Grammar Explorer II (p.56)

(PASSIVE VOICE)

Examples:
1) A counterfeit is something that is forged, (or that is) imitated. (Present simple passive)
   • A counterfeit is something that counterfeiters forge or imitate.
2) Products of all sorts are being copied everyday by counterfeiters. ► (Present continuous passive)

- Counterfeiters are copying products of all sorts everyday.

- The sentences from the text are in the passive. They are impersonal whereas the others are personal (agency underlined).

**Exercise 1 p.56:** (Practice)

Our copyright *is being infringed* (by many Internet users). Our music hits *are being uploaded* and *downloaded*. These copyright thefts *are being put* in pirate sites in order to swap them with other Internet users. These pirates *must be reminded* that a great deal of financial loss *is being caused* to us by swapping music illegally.

**Grammar Explorer III** (p.56)

(Expressing obligation/necessity and prohibition)

Examples:

1. These consumers know well that they **mustn’t** buy imitations. ► (prohibition)
2. They **must refrain** from buying them. ► (obligation)
3. They **have to buy** them. ► (necessity)

A- must = obligation
    have to = necessity
B- mustn’t = prohibition
C- don’t have to = lack of obligation

**Example:** Rich people **don’t have to** buy imitations.

**Rubric:** Vocabulary Explorer (p.57)

**Exercise 1, p.57:** (Words related to “fraud”)

**Verbs:** defraud, forge, imitate, deceive, steal …

**Nouns:** theft, fraud, forgery, imitation, counterfeiter …

**Exercise 2, p.57:** (adjective + suffix = noun)

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**Exercise 3, p.57:** (Word + prefix = opposite)

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**Exercise 4, p.57:** (Gap-Filling)

It is both dishonest and illegal to imitate products. Piracy is due mainly to a lack of honesty and morality. I totally disagree with those who say that counterfeiting is beneficial to consumers.

**Rubric:**

**Pronunciation and Spelling** (p.57)

**Verb**

| economy | economiCize | ecoNomy | econOmic | ecoNomiC | econOmic | econOmical | econONomical |

> **Shift of stress:** from verb/noun → adjective  
> Stress on **penultimate** syllable for words ending in: -ic, -ics and -ical.

**Rubric:**

**Think, pair, share** (p.58)

**Opinion Argumentative Article**

**Subject:** Write an opinion argumentative article showing that counterfeit does not really benefit consumers through their access to lower-price goods.

**Outline:**

**Introduction:** Some people argue that counterfeiting benefits consumers by giving them access to lower-price goods. This is a totally mistaken claim. **First, …**

**Reason 1:** imitations: poor quality - not last long(er).  
**Details:** (facts, statistics)

**Reason 2:** fake medicines: kill people  
**Details:** (facts, statistics)

**Reason 3:** piracy killing creativity/innovation  
**Details:** (facts, statistics)

**Reason 4:** giving bad reputation to the country  
**Details:** (facts, statistics)

**Conclusion …**
Collective Writing

Some people argue that counterfeiting benefits consumers by giving them access to lower-price goods. This is a totally mistaken claim. First, imitated goods are poor quality and do not last long. There is then no guarantee of value for money and more importantly, that fake goods are safe. Imagine how much damage low quality parts fitted in a car can do to the driver and passengers when they fail!

Secondly, if we think of fake foods or medicines, and the criminal procedures used by the people who make them, we can only remain firm on buying genuine products. There are several cases of substitute edibles which have caused dangerous diseases to people and which have resulted in long-lasting law suits. The outcomes could only be compensations paid for irreparable damage but the moral damage caused to the victims can never be repaired! Recent figures released by the European Union show that the customs are confiscating 100 million fake items every year.

Thirdly, it is highly immoral to reap where other people have sown. Pirating products is indeed imitating other people’s property, and refusing to engage in a creative act. It is much more rewarding to turn one’s abilities to creating new objects of value that could serve the community, or improve the performance of existing ones.

Fourthly, pirating objects is by essence theft, especially when the producer of a fake item affixes the label of a well-known trade mark on it. Some countries are notorious for their practice of counterfeit objects. One wouldn’t like Algerians to be known for practising this dubious trade, as much as one wouldn’t like to see them buy cheap, fake products and head into unsuspected troubles.

Rubric: TAKE A BREAK (p.59)

Proverbs and sayings, p.59:
1- Money talks ( Equivalent of the saying : A golden key opens every door. )
2- The love of money is the root of all evil.
3- Everyman has his price.
4- Look after the pennies and the pounds will look after themselves.
5- Money can’t buy you love.
6- Money doesn’t grow on trees.
7- Business is business.
**Sequence Three : LISTENING AND SPEAKING (pp.61-64)**

**A) Before listening (p.61)**

1- It’s ethically wrong because he is polluting the environment. All he is concerned with is profit.

2+3+4+5 ▶ Free individual opinions.

**B) As you listen (p.62)**

Listening Script: (Debate about ethical issues in business), p.200

**Exercise 1, p.62:** (Who says what)

<table>
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<th>C</th>
<th>D</th>
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<td>None</td>
<td>George</td>
<td>None</td>
<td>George</td>
<td>Mark</td>
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</table>

**Exercise 2, p.62:** (Expressing opinions)

I totally disagree with George when he states that no company should spend more money than required to reduce pollution. I think that pollution is everyone’s concern and governments must compel companies to spend as much money as it should be to overcome this problem. Furthermore, governments must ban some companies when they transgress a certain rate of pollution.
B) After listening  (p. 63)

**Exercise 1, p 63 :**  (Asking for / Giving Opinions)

A- Do you think that women are more honest than men in business?
B- Well, I don’t think so. I believe that business has no gender. When it is a matter of money, they are all the same.
A- No, that’s not true. I know personally a lot of women in business who are more honest than men. I can cite my mother as an instance. She is in business for about a decade and she’s never transgressed a regulation. Especially when it is a matter of environment. She always respects the rules.
B- Well, it seems to me that you’re a little bit biased in your judgement just because your mom is in.
A- No, not at all. Just take a case of any business women you know and tell me on case of law transgression or an unethical behaviour. There isn’t. On the other hand, I can relate tens of cases I know where men are involved. Well, take the case of Mr …
Ladies, gentlemen,

Some people say that businessmen should apply their own personal ethical standards when doing business. They tell us that you need money to make money; that the world of business is a jungle; and that if we respect ethics, we can undermine the values of hard work and freedom. Let me tell you that I don’t agree with these arguments at all. I believe that such arguments are only excuses to escape the responsibility of business companies towards the welfare of society as a whole. As far as I am concerned, I say that ethics has everything to do with business because the latter is a human activity and should, therefore, comply with moral standards. Every day, thousands of cases are raised by newspapers where businessmen abuse work and safety regulations. Others consist a real danger for the environment. Furthermore, since business is regarded to as a profitable and lucrative activity, this has increased greed in businesses’ expectations and ambitions which results in an unfair competition and human exploitation.

Ladies and gentlemen,

Business activities should have a code of good practice to ensure fairness and transparency. Ethics cannot be separate from business for business without ethics is totally deprived from its humanistic aspects. Men do business with men, so men must respect men. Otherwise, that’s a total degradation to an animal rank. Thank you very much.
A) **Before reading**  (p.65)

1- The company in the picture violates the right of the child for education and the child is below the legal minimum age to work.
2- Companies which use child labour are unethical/criminal.

B) **As you read**  (p.66)

**Exercise 1, p 66:**  ( General Idea )

A- The best idea that summarizes the text is :  b) Social Auditing is both a social obligation and a necessity in doing business today.
B- Title : Social Auditing and its importance in business.

**Exercise 2, p 66:**  ( Comprehension Questions )

A- They are commissioning social audits because they are increasingly aware of the importance of social and environmental issues for their reputation.
B- Giovani Preston travels to countries to check labour standards.
C- Labour standards: paying their workers fairly, good health standards - safety record with low levels of illness and accidents - not using child labour.
D- The conclusion he draws about ethics and business is that we can no longer separate ethics from business.
**Exercise 3, p 67:**  (Definitions)

A- **commission** = give the job of doing something to somebody  
B- **prosper** = do well  
C- **corporate** = shared (common) to a group of persons running a business.  
D- **designate** = give a position to somebody (in a company)  
E- **oversee** = look after, control  
F- **suppliers** = a firm, company providing goods that are useful to another company  
G- **scrutiny** = detailed examination

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**C) After reading (p.68)**

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**Coping**

- Reference words are used to create cohesion and avoid repetition  
  1) **Lexical cohesion**: synonymy, antonymy and hyponymy …  
  2) **Grammatical cohesion**: articles, possessive adjectives, demonstrative adjectives, pronouns …

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**Exercise 1 (p.68):**  (Cohesive Markers / Reference Words)

**Paragraph One:**

1) **their** = businesses  
2) **them** = businesses  
3) **these** = social audits  
4) **that** = social audits  
5) **their** = businesses  
6) **their** = businesses

**Paragraph Two:**

1) **They** = supporters of social audits  
2) **it** = social reporting  
3) **it** = social auditing  
4) **they** = company executives  
5) **those** = companies

**Paragraph Three:**

1) **this criticism** = a social audit may just be a public relations exercise  
2) **them** = executives  
3) **this** = “A lot of our manufacturing ……exploitation”.

**Paragraph Four:**

1) **there** = developing countries  
2) **their** = companies in the clothing industries

**Paragraph Five:**

1) **ours** = our company
Exercise 3 (p.68): (Jumbled Sentences)

A- Algeria has recently adopted a new model of economic development.
D- This model balances economic growth, social justice and the sustainable use of natural resources.
B- It has also set high standards of governance including social auditing and public accounts reporting.
C- Such tasks are carried out by the National Economic and Social Council and by the Accounts Court.
F- In addition to the setting of standards of governance, it has accorded ethically responsible companies tax reductions so as to encourage them to promote sustainable development and social well-being.

The odd one out:

E- Algeria regained its independence in 1962.

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The people and organisations who put their money into our fund want us to invest in ethical ways, and we work hard to make their desires a reality. We consider that the conservation of the environment for future generations a moral duty. Thus we avoid companies that endanger the environment and we refrain from investing in certain sectors like tobacco, arms manufacturing, nuclear power, uranium extraction, alcoholic beverages, gambling or human embryonic cloning. We do not place money in companies that lack ethical labour standards like using child labour or unsafe and bad working conditions. We agreed upon the policy of choosing to invest in well-managed companies, having transparent financial accountings, responsible employment practices, best corporate governance practice and conscientiousness with regard to human rights. Our investment bodies also reserve the right to avoid investment in companies whose management practices they judge to be unacceptable. On the other hand, our contributors are encouraged to invest in companies that balance economic growth with social responsibility. Our policy is to preserve the human dignity because the human being is our sole capital.