



HINTS AND TIPS FOR THIS YEAR'S COMPETITION

This year, as always, the question is highly topical. We're inviting you to consider the kind of issues that are exercising our minds every day. This year, it is all about Ethics in Business.

Hints and Tips for this year's question:

1. Can ethics be an issue in the following business areas?

- Finance eg: Bribery, Creative accounting
- HR Management eg: Discrimination, Whistle blowing
- Sales and Marketing eg: Word play, price fixing
- Production and Manufacturing eg: overseas outsourcing, pollution
- Property eg: patents, intellectual property

2. What influences and controls business' to behave ethically?

- The Media?
- Self-Regulation?
- The Law?
- Culture, customs and beliefs?

These are just examples, think of real world situations that could be applied to enhance your essay.

3. Things to think about:

- Who are you writing for?
- Keep it simple
- Use sentences and paragraphs
- What's your point?
- Tone
- Creativity
- Have you answered the question?
- Check your spelling!

Strong submissions from last year's competition and other information on the Intelligent Aid scheme can be found here:

cliffordchancegraduates.com/intelligent-aid

**C L I F F O R D
C H A N C E**