

PRESS RELEASE

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Call for entries: IBE Student Essay Competition in Business Ethics 2015

The IBE Student Essay Competition in Business Ethics celebrates the best writing and thinking by undergraduates and postgraduates on business ethics.

Recent research has found that education can do more to equip the business people of the future with the skills they need¹. The IBE Student Essay Competition seeks to encourage ethical sensitivity and new approaches to corporate responsibility from students who may be the next generation of business leaders.

Students based at a UK University can enter essays or coursework on any business ethics topic for the chance to win £1,000 in two categories – postgraduate and undergraduate. Entries can be made via the IBE website. Previous winners have tackled topics which have ranged from financial services, marketing, human rights, and executive pay to social media and fashion.

As well as the prize fund, past winners of the competition suggest there are other benefits to entering the competition.

Gary Rubin, the winner of last year's postgraduate category, said: *"In addition to enhancing my relationships with clients, this award has been positive for me in terms of greater visibility within my company, including special recognition at one of our large national symposiums for our advisors. I am also making use of this as I formulate my CV and PhD project proposal. One comment I received from one university was that having won the contest makes me an attractive candidate for their program. Personally, winning was deeply gratifying and meaningful as I hope to leave my mark in this world and contribute to society."*

Babatunde Obanjo, winner of last year's undergraduate category, said: *"I am still studying at the moment, but winning the competition has given me great exposure. I was interviewed for the University paper and I am speaking at an event organised by PricewaterhouseCoopers about business ethics."*

Philippa Foster Back CBE, IBE's Director said: *"It is more important than ever that the academic experience of the business leaders of tomorrow includes the chance to consider the relevance and application of ethical values to business behaviour. The IBE Student Essay Competition offers students the chance to consider these issues, and university departments of all disciplines to engage with business ethics issues in their teaching."*

ENDS/

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¹ <http://www.cipd.co.uk/pm/peoplemanagement/b/weblog/archive/2015/01/15/uk-millennial-talent-more-critical-of-employer-behaviour-than-global-peer-group.aspx>

EDITOR'S NOTES

1. The **Institute of Business Ethics** (IBE) is a registered charity which promotes high standards of business practice based on ethical values. We help organisations to strengthen their ethics culture through the sharing of knowledge and good practice. www.ibe.org.uk

2. The **IBE Student Essay Competition in Business Ethics**

The competition is in two categories – Undergraduate and Postgraduate. Submissions must be current work from students who are based at Higher Education Institutions in the UK

Submissions may be up to 3,000 words. These can be either a piece of work submitted as an assignment, or an original essay or case study. Group submissions can be made

Essays will be judged using the following criteria:

- Topicality – the extent to which the topic of the essay is subject to contemporary debate and relevance to ethical business practice
- Clarity of expression – the extent to which the essay is fluently written in accessible language, is coherently structured and uses a high standard of referencing
- Analysis - the extent to which the essay presents clear, well organised and well reasoned argument, judgment and opinion or conclusion, with relevant evidence, analysis, illustration, interpretation, evaluation, or application
- Use of theory and research – the extent to which the essay draws on appropriate academic literature and other data and relates it to the topic; and sets out and correctly employs relevant concepts
- Application to practice – the extent to which the essay addresses real-world challenges in business ethics and makes a contribution to the development of thinking and practice

The Lead Academic, Professor Geoff Moore, Professor of Business Ethics, Durham University will co-ordinate the judging process, with first stage and final stage judges made up of academics, business leaders and any competition sponsors.

The deadline for submissions is 30 June 2015.

3. The total prize fund for the competition is £3,500, thanks to a donation from the **Gordon Cook Foundation**. The Foundation was established in 1974 to promote and develop values education in the British education systems.

<http://www.gordoncook.org/>