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**College of Administrative and Financial Sciences**

**Assignment 1**

**Deadline: 19/10/2019 @ 23:59**

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| --- | --- |
| Course Name: | Student’s Name: |
| Course Code: | Student’s ID Number: |
| Semester: I | CRN: |
| Academic Year: 1440/1441 H | |

**For Instructor’s Use only**

|  |  |
| --- | --- |
| Instructor’s Name: | |
| Students’ Grade: Marks Obtained/Out of | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

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**Assignment Question(s): (Marks 7)**

Write a detailed essay on this topic

Think about the television programs and films you've seen recently in which business was portrayed in some way. How were business and business people portrayed? Is there anything business could or should do to improve its media image? Some businesses try to stay out of the limelight. Why might that be? What do you think of that strategy?

Consider in your essay the following points:

* "Describe a situation from a television show or a film in which an unethical behavior occurred. Who was involved? What were the results to others of the unethical behavior? Have you seen this kind of situation before in other shows or films? Does this represent "art imitating life" or "showing what sells?"
* "Do you think the media is being responsible in the way it reports the ethical behavior of individuals and organizations?"
* "Does the media teach ethics in their story lines? What kind of ethics do they teach?"
* "In addition to outright unethical behavior, what are the other ways in which business contributes to the image of "profit first"?"

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**Assignment Answer(s):**