Leading with Integrity Assessment Brief

Assessment Instructions:

(1) Poster

(2) Visual Analysis

(3) Mapping the Journey

Tutor: TBC

Submission: TBC

Please include a signed Assessment Declaration Form with the submission.

Assessment Weighting: 100%

Total Word Count:

1: Poster – NO word count suggested – see poster template provided

2: Visual Analysis – Image and 150 Words

3. Mapping the Journey – Image and 500 Words

References: 10% of the marks are allocated to how you reference your sources (referencing/bibliography should be presented in the Harvard UL style)

Layout:

Font: Times New Roman,

Font Style: 12,

Margins: Normal,

Spacing: 1.5,

Page Numbering should also be used.

5% of the marks are allocated to the professional layout for your whole assignment.

Co-funded by the European Union

Guidance for Learners:

(1) Poster – 10%

Discuss, how you will apply what you have learned in this module to benefit your role now or in the future.

Using the Poster Template, available on Moodle, you will create a poster to illustrate your main learnings.

- This poster is limited to your experiences in your Leading with Integrity module.
- The layout, size of sections etc are just suggestions, so you can alter and change the spacing, layout etc. of the poster.
- The poster must illustrate your journey of engagement with the module. Beginning with your early feelings, and expectations of the module, continuing with discussing your actual experiences of working on the assessment and then to your reflections on the outcomes and learnings after the module was completed. References can be included on a separate sheet, named Reference List if required.
- **There is NO word count for the poster but remember the poster must be easy to read, informative and aesthetically pleasing. The most important concept for the overall design is not to overly embellish the poster with small text, formatting, and pictures, as this may distract from the poster's effectiveness and content. The information should be succinct, stating only key points rather than complete sentences. The colour system should have effective contrasting backgrounds (e.g. blue and yellow, black and white) to ensure the text is easy to read. The flow of the poster should also be logical and for this assignment sequential.**

(2) Visual Analysis – 30%

Learners will choose an impactful image that represents a real-life ethical dilemma they may encounter in their workplace or within the retail setting. For example, this could be an instance of fraud, misrepresentation, discrimination, or any unethical practice that can negatively affect employees, customers, or the organisation as a whole. The image should not only reflect the ethical issue but also resonate with the learners' personal experience in their specific work context.

Using the selected image, learners will apply **one** ethical framework discussed in class (Utilitarianism, Deontology, Virtue ethics) to analyse the situation. They should explore how this framework informs ethical action in practice.

Learners will compose a 150-word reflective analysis that includes:

- Description of the Ethical Issue: A brief explanation of the context and the unethical behaviour illustrated in the image and its impact on employees and the workplace culture.
- Framework Application: A detailed evaluation of how the chosen ethical framework applies to the issue illustrated.
- Guidance for Ethical Action: Conclude with recommendations for ethical action based on the insights gained from each framework.

Collectively submit the selected image alongside the written analysis. Please support your answer with relevant academic references.

Co-funded by
the European Union

(3) Mapping the Journey: Linear vs Circular Product Lifecycle – 60%

Individually, the learner is asked to choose **ONE** *suitable* **Product** from their store and visually contrast the traditional linear product lifecycle with potential circular pathways, highlighting value, loss and retention points.

This mapping experience will include the following:

1. **The Linear Journey:** Including: Resource Extraction -> Material Processing -> Manufacturing -> Distribution -> Retail -> Consumer Use -> Disposal (Landfill/Incineration), by identifying key inputs (energy, water) and outputs (waste, emissions) at each stage. Mark points where significant value is lost.
2. **The Circular Pathways:**
    - *Design Changes:* How could it be designed differently (durability, repairability, modularity, material choice, disassembly)?
    - *Use Phase:* How could its life be extended (repair services, sharing models, rental)?
    - *End-of-Use:* What happens after the first user (resale, refurbishment, remanufacturing)?
    - *End-of-Life:* How are materials recovered (recycling – mechanical/chemical, composting for biological parts)? How can waste be eliminated?
3. Connect these pathways back to the **three core principles**
    - Eliminate Waste & Pollution
    - Keep Products and Materials in Use,
    - Regenerate Natural Systems

And identify where value is retained or created. Please support your answer with relevant academic references. Word Count 500 Words, including the visual.

Co-funded by
the European Union