

Kant and Business Ethics

<p>Risk Assessment Ford Pinto: Fuel tank fault leading to fires if rear-ended. Ford's cost/benefit analysis determined it would cost less to ignore it than recall all Pintos.</p>	<p>Categorical Imperative – Ends in themselves</p>
<p>Industrial Espionage BA accused of accessing confidential Virgin passenger information, impersonating Virgin staff, poaching customers, hostile smear campaign, aggressive predatory pricing.</p>	<p>Self-contradiction (Perfect duties)</p>
<p>Creative Accounting ENRON: 'mark to market' with future anticipated profits on balance sheet; inflating profits; inadequate disclosure; aggressive corporate culture; insider trading.</p>	<p>Good Will; Duty; Deontology</p>
<p>Environmental destruction Monsanto: Herbicide-resistant superweeds; PCBs; Bovine Growth Hormone; collusion with governments; pressure tactics; manipulation of scientific data</p>	<p>Categorical Imperative - Law of Nature</p>
<p>Pollution Erin Brockovich and Pacific Gas and Electric. Settled for \$333 million. Hexavalent chromium contaminated drinking water.</p>	<p>Contradiction of the will</p>
<p>Human Rights Nike: no minimum wages, proper working conditions, or adequate health and safety. Nike turned a blind eye to child labour and sexual harassment in its factories.</p>	<p>Categorical Imperative – Lawmaking member of a Kingdom of Ends</p>
<p>Offsetting carbon emissions Businesses offset carbon emissions to become carbon neutral and remove their carbon footprint.</p>	<p>Categorical Imperative – Universalisability</p>
<p>Whistleblowing in China Chinese virtue, which urges social conformity, harmony and loyalty, makes whistleblowing undesirable.</p>	<p>Synthetic A Priori</p>

Utilitarianism and Business Ethics

<p>Risk Assessment Ford Pinto: Fuel tank fault leading to fires if rear-ended. Ford's cost/benefit analysis determined it would cost less to ignore it than recall all Pintos.</p>	<p>Hedonic Calculus</p>
<p>Industrial Espionage BA accused of accessing confidential Virgin passenger information, impersonating Virgin staff, poaching customers, hostile smear campaign, aggressive predatory pricing.</p>	<p>Act/Rule Utilitarianism</p>
<p>Creative Accounting ENRON: 'mark to market' with future anticipated profits on balance sheet; inflating profits; inadequate disclosure; aggressive corporate culture; insider trading.</p>	<p>Singer – Preference</p>
<p>Environmental destruction Monsanto: Herbicide-resistant superweeds; PCBs; Bovine Growth Hormone; collusion with governments; pressure tactics; manipulation of scientific data</p>	<p>Teleological</p>
<p>Pollution Erin Brockovich and Pacific Gas and Electric. Settled for \$333 million. Hexavalent chromium contaminated drinking water.</p>	<p>Everyone to count for one</p>
<p>Human Rights Nike: no minimum wages, proper working conditions, or adequate health and safety. Nike turned a blind eye to child labour and sexual harassment in its factories.</p>	<p>Mill: Qualitative; Higher pleasure; Happiness</p>
<p>Offsetting carbon emissions Businesses offset carbon emissions to become carbon neutral and remove their carbon footprint.</p>	<p>Mill: Individual sovereignty; Liberty</p>
<p>Whistleblowing in China Chinese virtue, which urges social conformity, harmony and loyalty, makes whistleblowing undesirable.</p>	<p>Principle of Utility</p>

Virtue Ethics and Business Ethics

<p>Risk Assessment Ford Pinto: Fuel tank fault leading to fires if rear-ended. Ford’s cost/benefit analysis determined it would cost less to ignore it than recall all Pintos.</p>	<p>Moral Virtues - Temperance</p>
<p>Industrial Espionage BA accused of accessing confidential Virgin passenger information, impersonating Virgin staff, poaching customers, hostile smear campaign, aggressive predatory pricing.</p>	<p>Moral Virtues – Nobility</p>
<p>Creative Accounting ENRON: ‘mark to market’ with future anticipated profits on balance sheet; inflating profits; inadequate disclosure; aggressive corporate culture; insider trading.</p>	<p>Character; Arete (Virtue or Excellence)</p>
<p>Environmental destruction Monsanto: Herbicide-resistant superweeds; PCBs; Bovine Growth Hormone; collusion with governments; pressure tactics; manipulation of scientific data</p>	<p>Eudaimonia</p>
<p>Pollution Erin Brockovich and Pacific Gas and Electric. Settled for \$333 million. Hexavalent chromium contaminated drinking water.</p>	<p>The good for the community</p>
<p>Human Rights Nike: no minimum wages, proper working conditions, or adequate health and safety. Nike turned a blind eye to child labour and sexual harassment in its factories.</p>	<p>Intellectual virtues/Cardinal virtues - Justice</p>
<p>Offsetting carbon emissions Businesses offset carbon emissions to become carbon neutral and remove their carbon footprint.</p>	<p>Moral virtues: cultivated by habit</p>
<p>Whistleblowing in China Chinese virtue, which urges social conformity, harmony and loyalty, makes whistleblowing undesirable.</p>	<p>MacIntyre - Context</p>

Situation Ethics and Business Ethics

<p>Risk Assessment Ford Pinto: Fuel tank fault leading to fires if rear-ended. Ford's cost/benefit analysis determined it would cost less to ignore it than recall all Pintos.</p>	<p>4 Working principles: Personalism</p>
<p>Industrial Espionage BA accused of accessing confidential Virgin passenger information, impersonating Virgin staff, poaching customers, hostile smear campaign, aggressive predatory pricing.</p>	<p>6FP - 'The ruling norm of Christian decision is love: nothing else'</p>
<p>Creative Accounting ENRON: 'mark to market' with future anticipated profits on balance sheet; inflating profits; inadequate disclosure; aggressive corporate culture; insider trading.</p>	<p>6FP-'Only one 'thing' is intrinsically good; namely, love: nothing else at all'</p>
<p>Environmental destruction Monsanto: Herbicide-resistant superweeds; PCBs; Bovine Growth Hormone; collusion with governments; pressure tactics; manipulation of scientific data</p>	<p>Situationist</p>
<p>Pollution Erin Brockovich and Pacific Gas and Electric. Settled for \$333 million. Hexavalent chromium contaminated drinking water.</p>	<p>4 Working principles: Pragmatism</p>
<p>Human Rights Nike: no minimum wages, proper working conditions, or adequate health and safety. Nike turned a blind eye to child labour and sexual harassment in its factories.</p>	<p>Agape</p>
<p>Offsetting carbon emissions Businesses offset carbon emissions to become carbon neutral and remove their carbon footprint.</p>	<p>6FP - "Love and justice are the same, for justice is love distributed."</p>
<p>Whistleblowing in China Chinese virtue, which urges social conformity, harmony and loyalty, makes whistleblowing undesirable.</p>	<p>4 Working principles: Relativism</p>

Natural Law and Business Ethics

<p>Risk Assessment Ford Pinto: Fuel tank fault leading to fires if rear-ended. Ford's cost/benefit analysis determined it would cost less to ignore it than recall all Pintos.</p>	<p>Primary Precepts - Protect and Preserve the innocent (D)</p>
<p>Industrial Espionage BA accused of accessing confidential Virgin passenger information, impersonating Virgin staff, poaching customers, hostile smear campaign, aggressive predatory pricing.</p>	<p>Primary Precepts - Ordered Society</p>
<p>Creative Accounting ENRON: 'mark to market' with future anticipated profits on balance sheet; inflating profits; inadequate disclosure; aggressive corporate culture; insider trading.</p>	<p>Efficient and Final Causes</p>
<p>Environmental destruction Monsanto: Herbicide-resistant superweeds; PCBs; Bovine Growth Hormone; collusion with governments; pressure tactics; manipulation of scientific data</p>	<p>Primary Precepts – Worship God</p>
<p>Pollution Erin Brockovich and Pacific Gas and Electric. Settled for \$333 million. Hexavalent chromium contaminated drinking water.</p>	<p>The Principle of Double Effect</p>
<p>Human Rights Nike: no minimum wages, proper working conditions, or adequate health and safety. Nike turned a blind eye to child labour and sexual harassment in its factories.</p>	<p>Primary Precepts – Education (L)</p>
<p>Offsetting carbon emissions Businesses offset carbon emissions to become carbon neutral and remove their carbon footprint.</p>	<p>Interior and exterior acts</p>
<p>Whistleblowing in China Chinese virtue, which urges social conformity, harmony and loyalty, makes whistleblowing undesirable.</p>	<p>Real and apparent goods</p>