

# Business, Society & Ethics

13 January, 2019 | Lecture #0

## Course Introduction





# ETHICS



# ETHICS

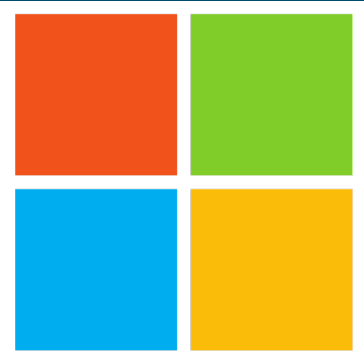




# David Emmanuel Gray, Ph.D.



BA - Philosophy  
BS - Computer Science



Software Development Engineer



MS - Logic & Computation

PhD - Logic, Computation & Methodology

Born



*Married*

Moved to Qatar



Today





CLOCKWISE FROM LEFT: SCHELLER, 2008; GRAY, 2010, 2017, 2012<sub>A,B</sub>



# ETHICS





# Courses Taught

Applied

Theoretical

**Bus. Admin. 70-332**  
Business, Society & Ethics

**Phil. 80-348**  
Health, Development & Human Rights

**Phil. 80-230**  
Ethical Theory

**Bio. Sci. 03-101 & Phil. 80-430**  
Ethics & Medical Research

**Phil. 80-243**  
Ethics of Leadership

**Phil. 80-305**  
Rational Choice

**Phil. 80-242 & Bus. Admin. 70-321**  
Conflict & Dispute Resolution

**Phil. 80-495**  
CSR/Sustainability Management

**Phil. 80-294**  
Ethics Internship/Practicum

**Phil. 80-208**  
Critical Thinking



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Your New BFFs

# Course Assistants

Fatema Alsayed

Menna Moussa







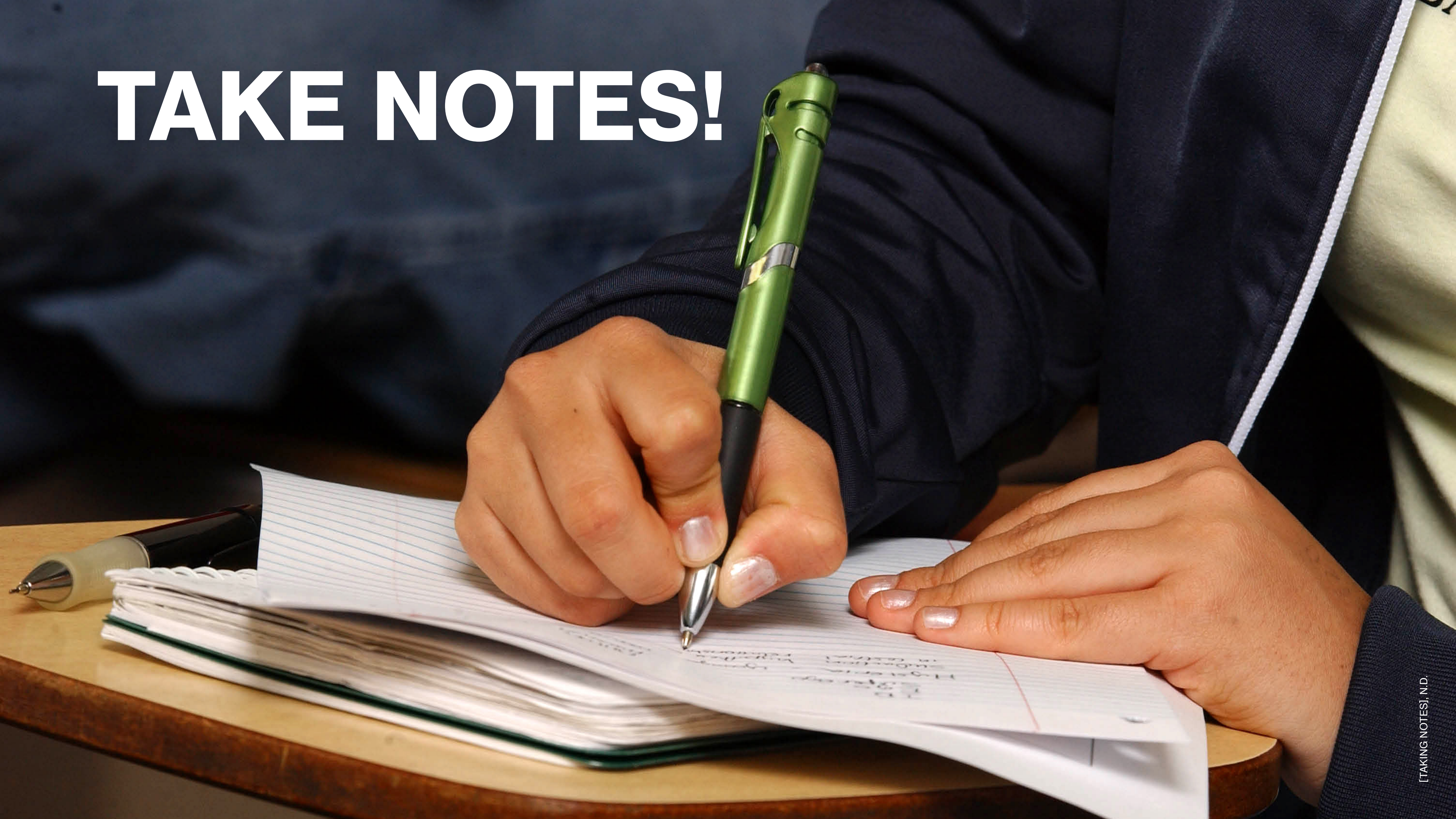








# TAKE NOTES!





# TAKE NOTES!

Business,  
Society & Ethics

Spring  
2019

13 January, 2019 | Lecture Guide #0

Course Introduction

Taking notes in this class is very important, especially when studying for the exams. In order to help you organize your course notes and identify what is important in each class, I will provide handouts like this for each lecture. These handouts will include important slides from my presentations (the full deck of slides will always be available

on the course website) along with some questions and other prompts that I wish to cover during class or (if we run out of time) will want you to think about on your own outside of class.

My intent is that you all understand what it is that you should be gaining from each of our class meetings!



A philosopher is an “entrepreneur”:  
“Somebody who creates new ways of evaluating things—what’s important, what’s worthwhile—that changes how an entire culture or an entire people understand those things.”

Why is a philosopher teaching this class?

IMAGE: REMBRANDT, c.1650/2012, GUTTEL, LUTER, as quoted in EDMONDS & WARBURTON, 2010, p.101





A philosopher is an “entrepreneur”:

*“Somebody who creates new ways of evaluating things—what’s important, what’s worthwhile—that changes how an entire culture or an entire people understand those things.”*



A photograph of two men shaking hands in a modern office environment. The man on the left is wearing a white thobe and a ghutra, while the man on the right is wearing a dark grey suit, white shirt, and light grey tie. They are both smiling and looking at each other. The background features large windows and a white wall with a light switch.

# **JOINT VENTURE ULTIMATUM**



# Joint Venture Ultimatum

 and  are considering a joint venture. They now must decide how to split that venture's profits.

**Step One:**  will make an offer for splitting the profits. This is a serious, *non-negotiable* ultimatum.


**Step Two:**  decides whether to “take it” or “leave it”.

If  *takes* it.....This is how the profits are split.

If  *leaves* it.....No one gains (or loses) anything.



# Joint Venture Ultimatum

According to standard economic theory, profit maximization is the only salient value. Therefore,  should offer very little and  should gladly accept. After all, even 1% of the profits is still better than nothing.

In practice, one of two outcomes usually occurs instead:

1.  offers something close to a 50-50 split, or
2.  rejects uneven splits favoring .

This suggests most of us value more than profit and consider non-economic values when making business decisions.





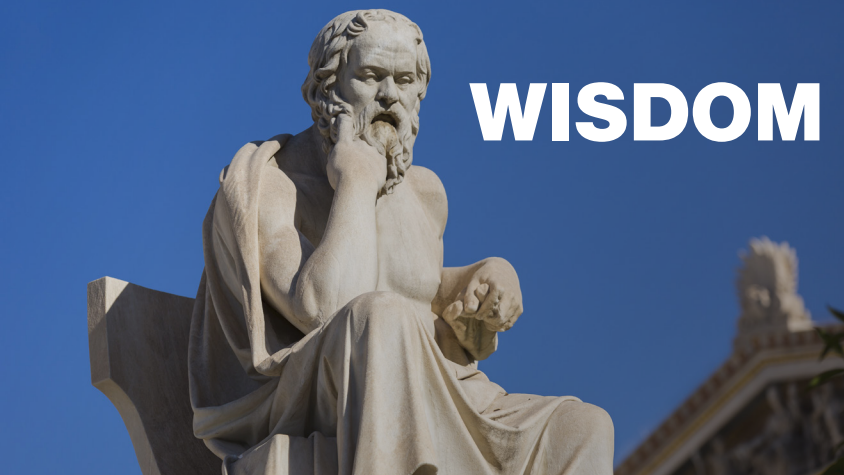
# PROFIT MAXIMIZATION





# HIDDEN VALUES





**WISDOM**



**SHOPPING**



**COMPETITION**



**FAITH**



**RESPECT**



**PROFITABLE  
OFFERS**



**CITIZENSHIP**



**WELL-BEING**



**PROFIT  
MAXIMIZATION**



**SHAREHOLDER  
VALUE**



**DILIGENCE**



**FRIENDS**



**MARKET-  
CLEARING  
VALUE**



**FAMILY**



**EQUALITY**



**BEAUTY**



**INTROSPECTION**



**MONEY**



**INFORMED  
CONSENT**



**LEADERSHIP**



**PHILANTHROPY**



**FAIRNESS**



**COMMUNITY**



**MUTUAL  
BENEFIT**



**HAPPINESS**



**THE LAW**



**LUXURY**



**STRATEGY**



**LOVE**



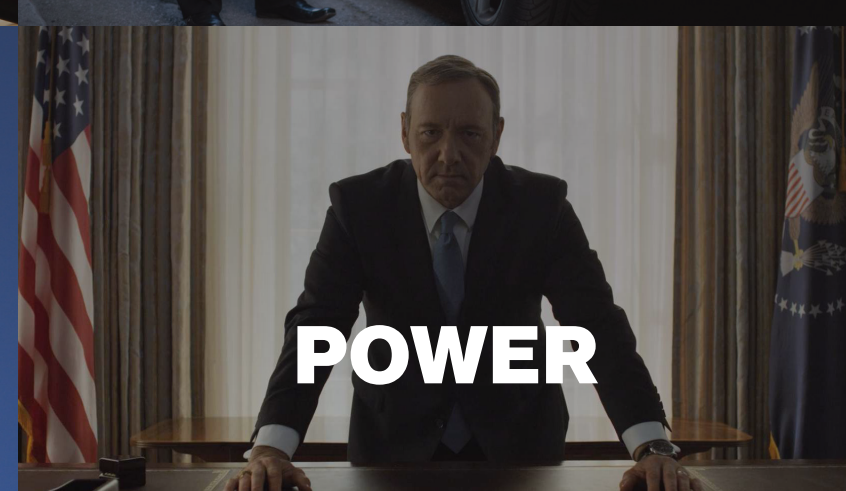
**PATRIOTISM**



**MUNIFICENCE**



**AUTONOMY**



**POWER**



**SUSTAINABILITY**



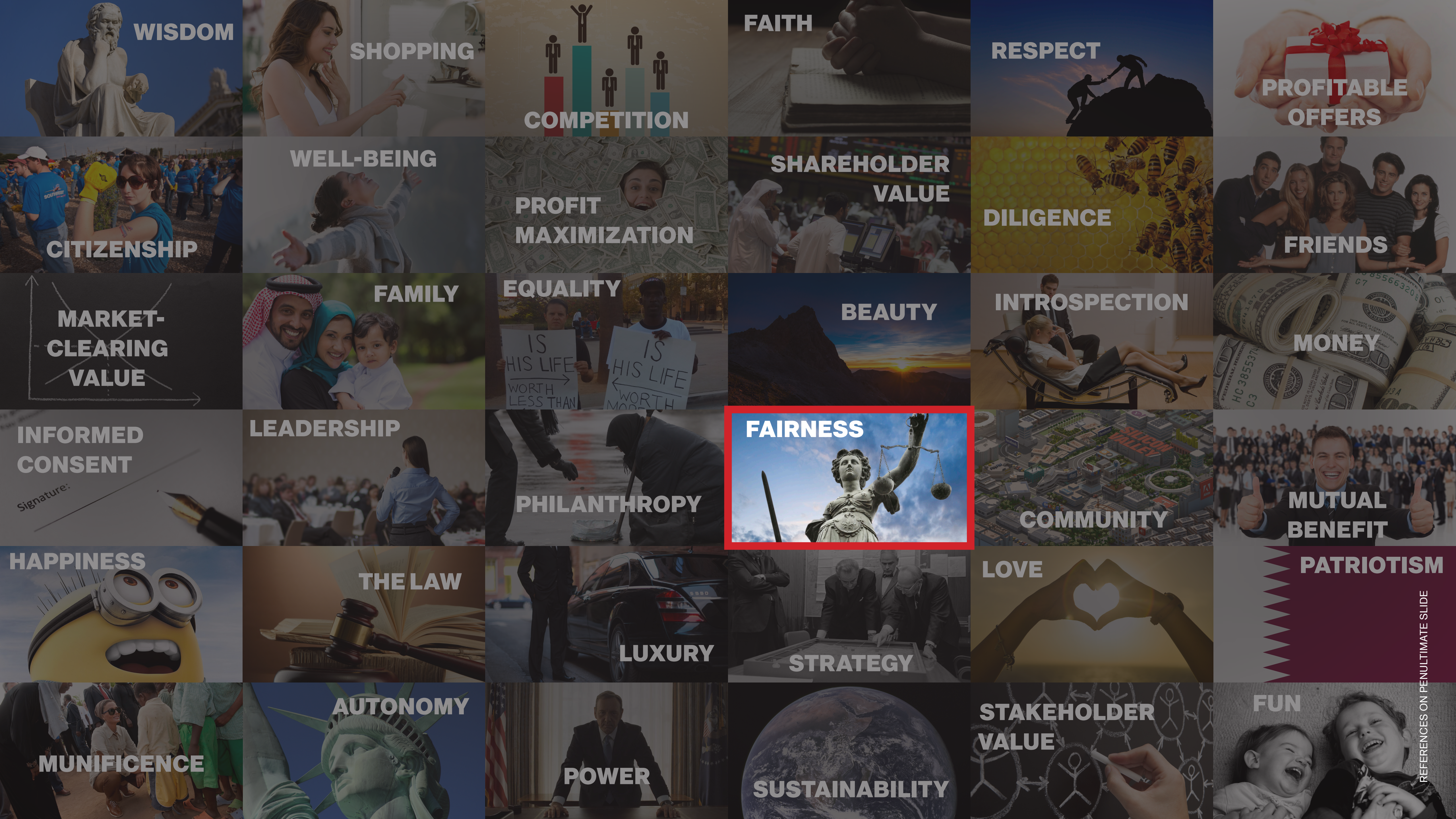
**STAKEHOLDER  
VALUE**



**FUN**

REFERENCES ON PENULTIMATE SLIDE





**WISDOM**

**SHOPPING**

**COMPETITION**

**FAITH**

**RESPECT**

**PROFITABLE  
OFFERS**

**CITIZENSHIP**

**WELL-BEING**

**PROFIT  
MAXIMIZATION**

**SHAREHOLDER  
VALUE**

**DILIGENCE**

**FRIENDS**

**MARKET-  
CLEARING  
VALUE**

**FAMILY**

**EQUALITY**

**BEAUTY**

**INTROSPECTION**

**MONEY**

**INFORMED  
CONSENT**

**LEADERSHIP**

**PHILANTHROPY**

**FAIRNESS**

**COMMUNITY**

**MUTUAL  
BENEFIT**

**HAPPINESS**

**THE LAW**

**LUXURY**

**STRATEGY**

**LOVE**

**PATRIOTISM**

**MUNIFICENCE**

**AUTONOMY**

**POWER**

**SUSTAINABILITY**

**STAKEHOLDER  
VALUE**

**FUN**

REFERENCES ON PENULTIMATE SLIDE











# What is good business?





# Bloomberg Businessweek

**GM Employee:**

“I felt morally responsible—”

**GM Lawyer:**

“That’s not what I asked you.”

**GM Employee:**

“—to fix a problem that  
I found in a vehicle.”

**GM Lawyer:**

“Was it part of your  
job description?”

**GM Employee:**

“No.”

**How GM Silenced Its Whistle-Blowers** p.48



**“If we go  
forward  
with this,  
somebody  
will be  
killed”**



**WHAT IS GOOD BUSINESS?**



# THE PURPOSE- BASED APPROACH TO BUSINESS

WHAT IS GOOD BUSINESS?

WHAT IS THE PURPOSE OF BUSINESS?



# **THE PURPOSE- BASED APPROACH TO BUSINESS**

**HOW DO WE ENCOURAGE  
GOOD BUSINESS?**

**WHAT IS GOOD BUSINESS?**

**WHAT IS THE PURPOSE OF BUSINESS?**

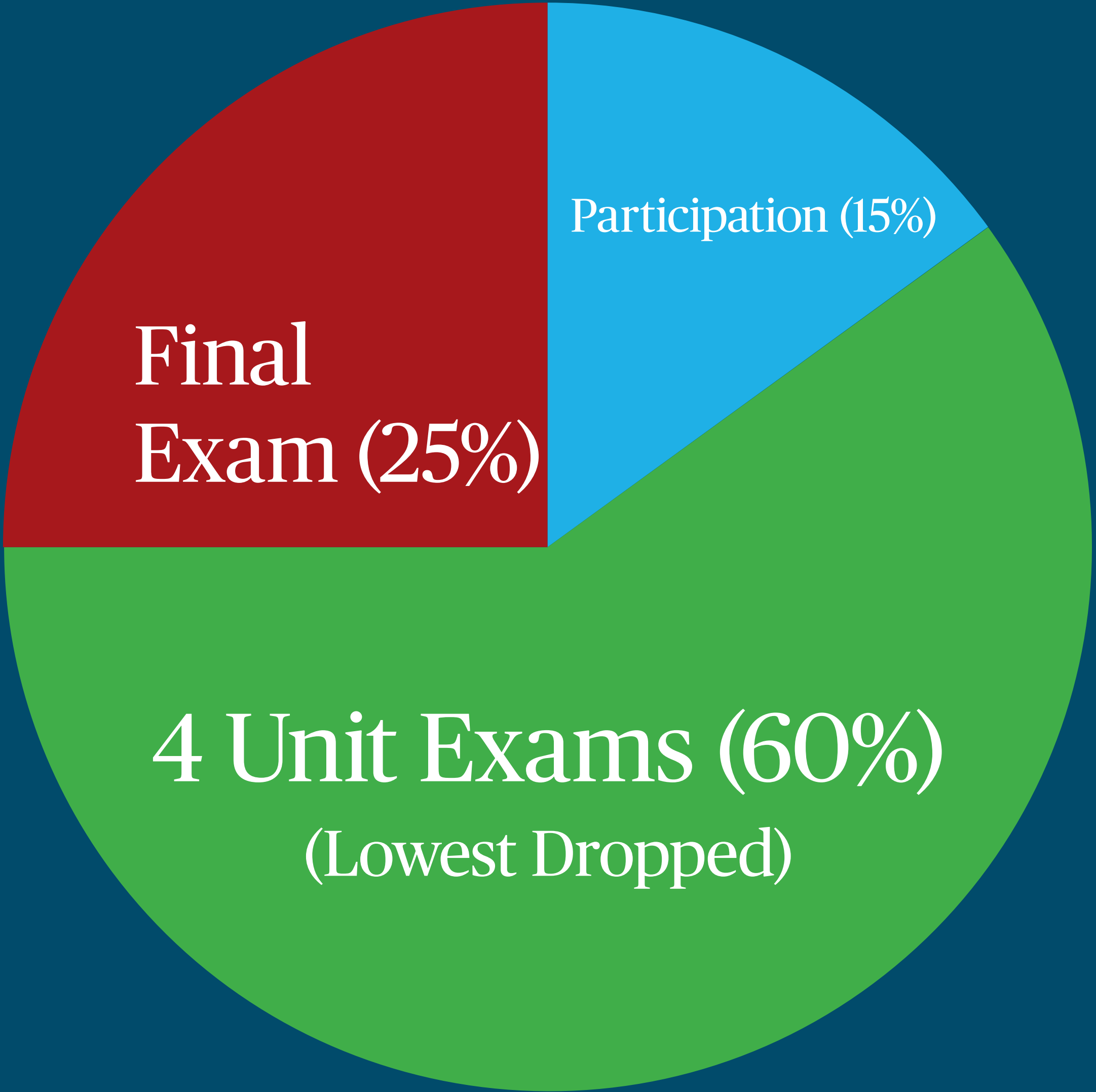


# What ought I do?



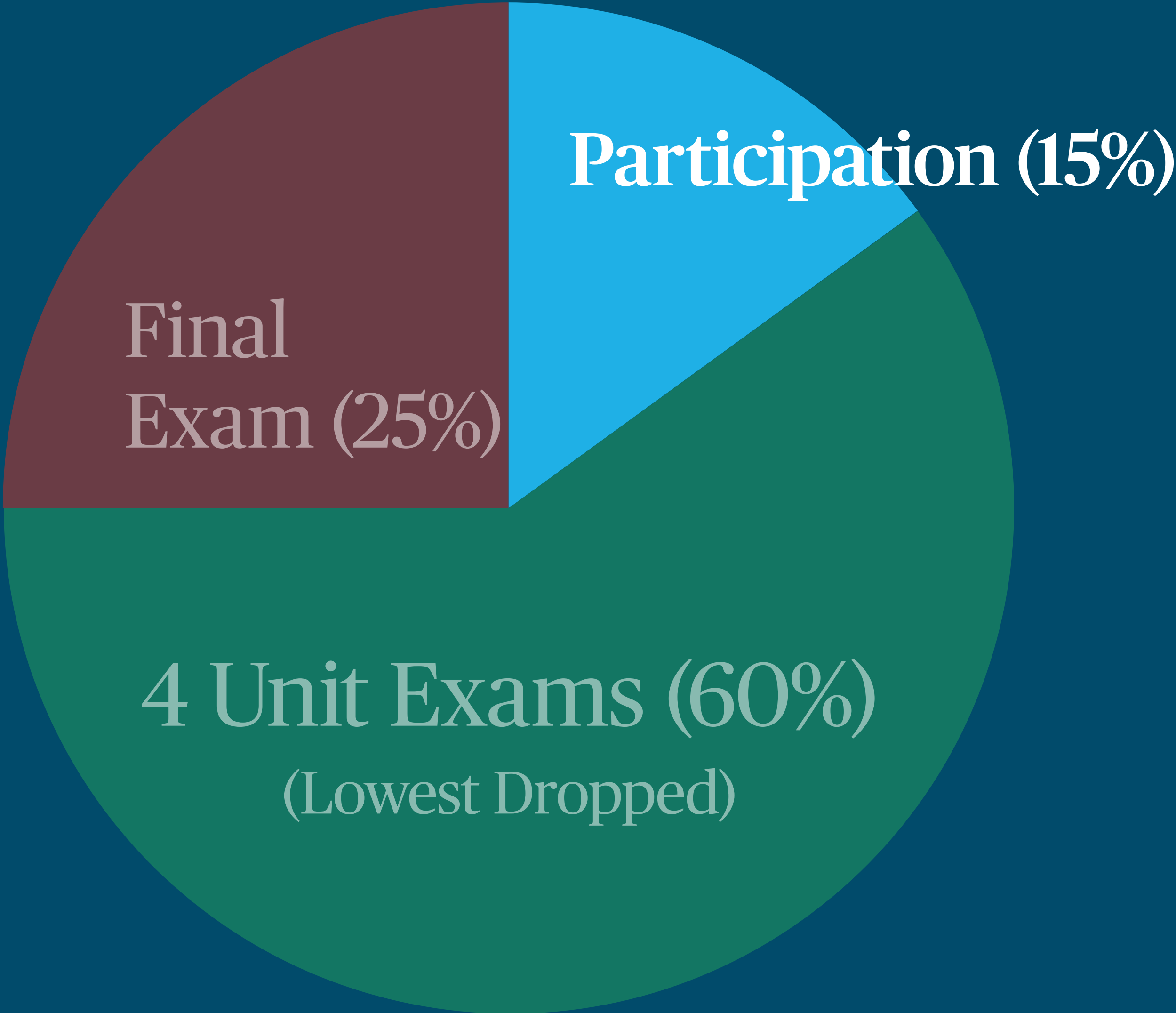


# Percentages





# Percentages





# ATTENDANCE



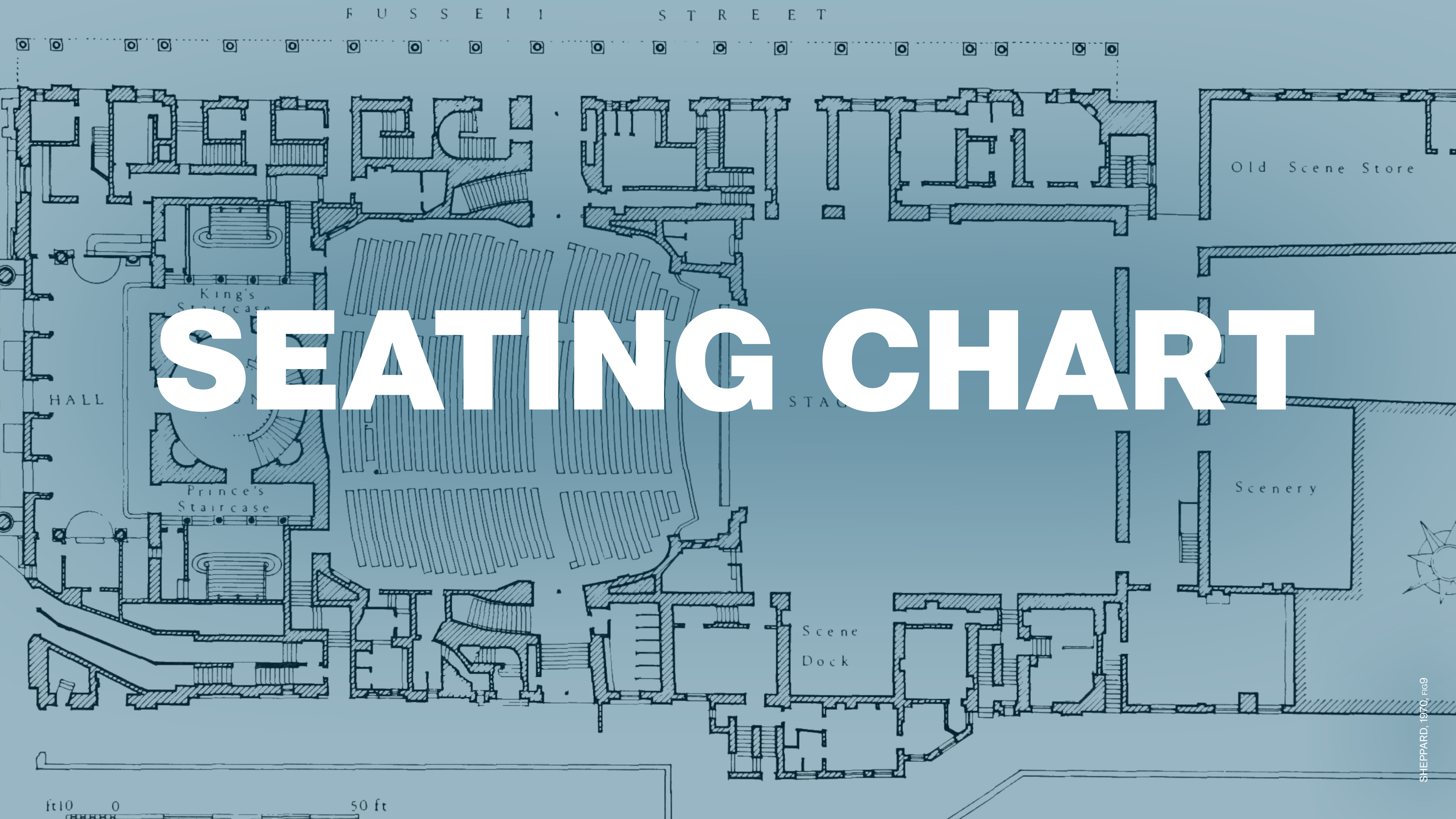


# ABSENCES & LATE ARRIVALS



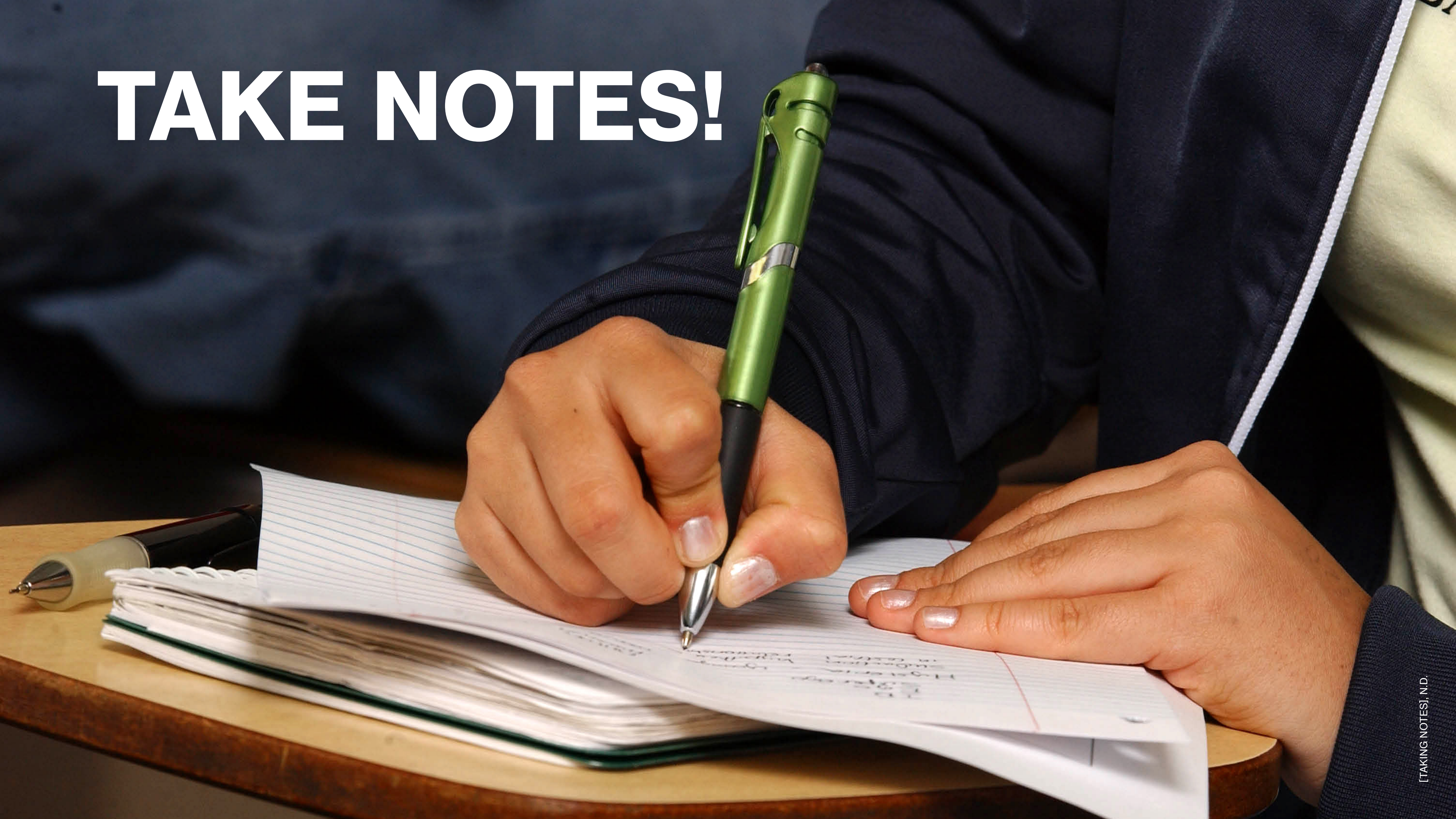


# SEATING CHART






# TAKE NOTES!









- 
- ▶ Tweet at least 5 times between each class meeting using the #BSE19 hashtag
  - ▶ Tweets must be relevant, substantive, and respectful
  - ▶ Email me ([degray@cmu.edu](mailto:degray@cmu.edu)) your account name(s) by Monday, 14 January at 5:00PM

**200**  
tweets minimum are  
expected from you  
during the semester



# EXPERIENTIAL LEARNING





# TAKE RISKS





A close-up photograph of a small, wet orange tabby kitten. The kitten is perched on the black rim of a glass fish tank, looking down at its reflection in the water. The kitten's fur is matted with water droplets. The reflection in the water is clear, showing the kitten's underside and paws. In the background, inside the tank, several goldfish are visible. The background outside the tank consists of a wooden lattice fence and green foliage.

# MESS UP



# LEARN!





# FREE PASSES





Please visit the course website regularly:

http://www.andrew.cmu.edu/user/degray/BSE19/

It will have the course schedule, all readings (there is no textbook), reading guides, lecture slides, and other useful information and material for the course.

andrew.cmu.edu

Business,  
Society & Ethics

Spring  
2019

Course Information

Instructor

Contact

Office hours

Class time

Class location

Syllabus

Twitter

Professor David Emmanuel Gray

CMUQ 1039, [degray@cmu.edu](mailto:degray@cmu.edu), [@ProfessorDEG](#)

By appointment, or whenever the instructor's office door is open

Sunday, Tuesday, Thursday: 9:30am–10:20am

CMUQ 2152

[PDF](#).

[#BSE19](#).

Teaching Assistant

Course Assistants

Fatema Alsayed, CMUQ 1207, [fks@andrew.cmu.edu](mailto:fks@andrew.cmu.edu), [@fatemaks](#)

Menna Moussa, [mmoussa@andrew.cmu.edu](mailto:mmoussa@andrew.cmu.edu), [@MennaMoussa25](#)

Grading

• Participation ([Twitter](#))

• 4 Unit Exams

• Final Exam

15%

60%

25%

Lowest unit exam is dropped.

Grade Calculator ([Excel](#))

Schedule

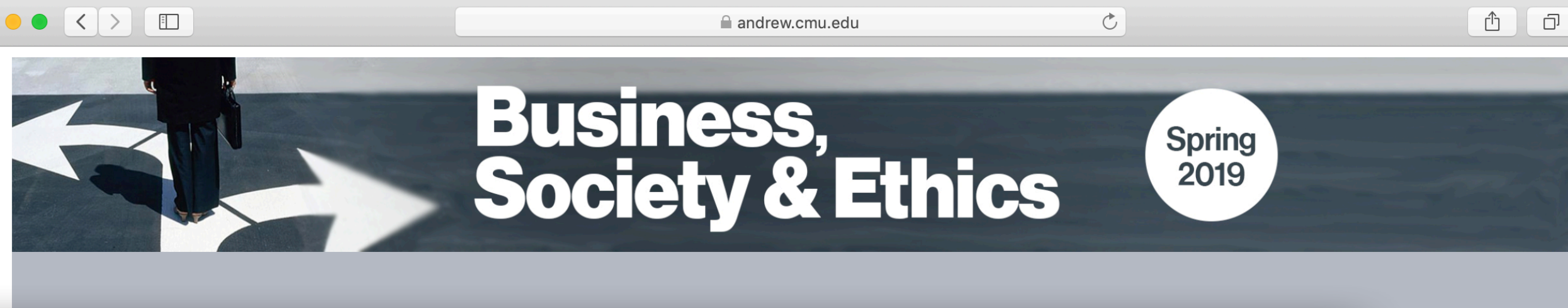
Date	Topic/Readings	Assignments
1/13 (Sun)	<b>Business Ethics From a Philosophical Perspective (Unit #1)</b> ( <a href="#">slides</a> )	
1/15 (Tue)	<b>Business Ethics From a Philosophical Perspective</b> ( <a href="#">slides</a> ) <a href="#">Reading Guide</a> . Rachels & Rachels, "What Is Morality?" <i>Optional</i> : Lin, "The Ethical Dilemma of Self-Driving Cars" (local file).	
1/17 (Thu)	<b>Business Ethics From a Philosophical Perspective</b> ( <a href="#">slides</a> ) <a href="#">Reading Guide</a> . Sen, "Does Business Ethics Make Economic Sense?" <i>Optional</i> : Harris Interactive, "Only One-Quarter of Americans Say Banks are Honest and Trustworthy".	
1/20 (Sun)	<b>Business Ethics From a Philosophical Perspective</b> ( <a href="#">slides</a> ) <a href="#">Reading Guide</a> . Rachels & Rachels, "Subjectivism in Ethics".	
1/22 (Tue)	<b>Business Ethics From a Philosophical Perspective</b> ( <a href="#">slides</a> ) <a href="#">Reading Guide</a> . Weinstein, "If It's Legal, It's Ethical... Right?" <i>Optional</i> : Cannon, "Tylenol's Rebound".	
1/24 (Thu)	<b>Business Ethics From a Philosophical Perspective</b> ( <a href="#">slides</a> ) <a href="#">Reading Guide</a> . Donaldson, "Values in Tension: Ethics Away from Home". <i>Optional</i> : Zoepf, "Shopgirls".	
1/27 (Sun)	<b>Business Ethics From a Philosophical Perspective</b> ( <a href="#">slides</a> ) <a href="#">Reading Guide</a> . Case Study: "Vodafone Qatar's Amazon Adventure".	
1/29 (Tue)	<b>Business Ethics From a Philosophical Perspective</b> ( <a href="#">slides</a> ) <a href="#">Reading Guide</a> . Carr, "Is Business Bluffing Ethical?"	
1/31 (Thu)	<b>Business Ethics From a Philosophical Perspective</b> ( <a href="#">slides</a> ) <a href="#">Reading Guide</a> . Crisp, "Persuasive Advertising, Autonomy, and the Creation of Desire". 60 Minutes, "Undercover Marketing".	



Please visit the course website

<http://www.andrew.cmu.edu/us>

It will have the course syllabus, readings (there is no textbook), guides, lecture slides, and other materials.



# *The Elements of Moral Philosophy*

SEVENTH EDITION

JAMES RACHELS

*Editions 5–7 by*

STUART RACHELS



## CHAPTER 1

### *What Is Morality?*

We are discussing no small matter, but how we ought to live.  
SOCRATES, IN PLATO’S *REPUBLIC* (ca. 390 B.C.)

#### 1.1. The Problem of Definition

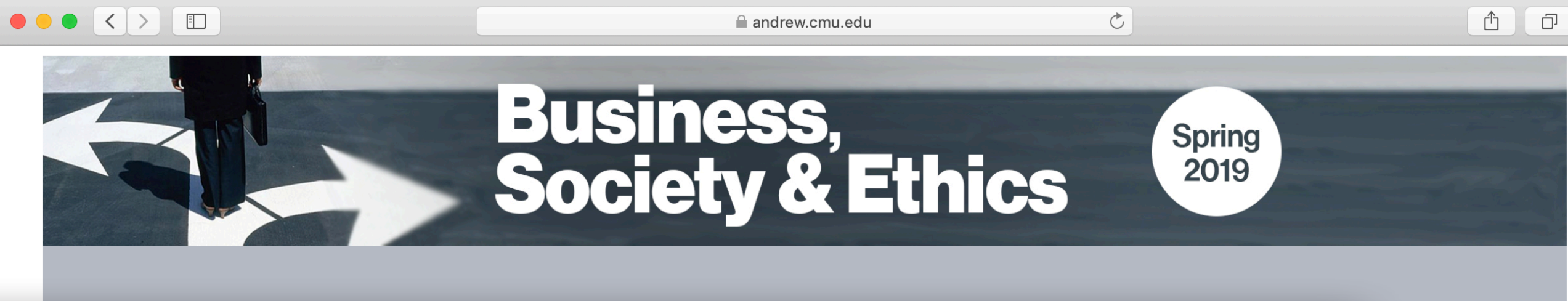
Moral philosophy is the study of what morality is and what it requires of us. As Socrates said, it’s about “how we ought to live”—and why. It would be helpful if we could begin with a simple, uncontroversial definition of what morality is, but that turns out to be impossible. There are many rival theories, each expounding a different conception of what it means to live morally, and any definition that goes beyond Socrates’s simple formulation is bound to offend at least one of them.

This should make us cautious, but it need not paralyze us. In this chapter, I will describe the “minimum conception” of morality. As the name suggests, the minimum conception is a core that every moral theory should accept, at least as a starting point.



Please visit the course website at <http://www.andrew.cmu.edu/us>

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*The Elements of Moral Philosophy*

**Business, Society & Ethics**

Spring 2019

Reading Guide #1

The Domain of Ethics

Instructions

When doing the reading for this class, there are the two basic kinds of information you need to understand:

- 1. What are the main points or conclusions that an author accepts with respect to a particular issue?
- 2. What are the reasons, important considerations, and evidence that lead the author to accept that conclusion?

For our purposes, it is *information of the second sort that will be our primary concern* since our most basic task is to *evaluate the reasons and evidence* that are offered to support accepting one possible position on an issue, rather than another.

Reading

Rachels, J., & Rachels, S. (2012). What Is Morality? In *The Elements of Moral Philosophy* (7<sup>th</sup> ed., pp. 9-13). New York, NY: McGraw-Hill.

Optional: Lin, P. (2015, December 8). The Ethical Dilemma of Self-Driving Cars. [Online video]. Y. Du (Dir.). TED-Ed Originals. Retrieved August 14, 2016, from <http://ed.ted.com/lessons/the-ethical-dilemma-of-self-driving-cars-patrick-lin>.

Questions

As you read, keep these questions in mind:

- 1. According to James Rachels and Stuart Rachels, what does moral philosophy seek to better understand? (Hint: they quote Socrates on this matter.)
- 2. What do Rachels and Rachels believe about the role of reason and impartiality in morality?
- 3. Putting all this together, what do Rachels and Rachels mean by the “minimum conception of morality”?
- 4. Google, Uber, and other tech companies are developing self-driving cars. This requires the companies to decide how their vehicles should respond in situations where there is no choice but to harm someone.  
For instance, what if a self-driving car is going over a bridge when suddenly it is about to crash into a school bus full of children. Should the self-driving car be programmed to automatically swerve off the bridge, likely killing the car’s driver but saving those children on the bus? How might the minimum conception of morality advise these companies? (For more details, see the optional video by Patrick Lin.)

To answer these questions you will have to reflect critically on what you have read and possibly re-read important passages.

Although I strongly suggest that you write out brief answers to these questions, you do not have to turn in written responses. You do, however, need to be prepared to speak intelligently about these issues at our next class meeting.

JAMES RACHELS

*Editions 5*

STUART RACHELS



CHAPTER 1

to live.  
(ca. 390 B.C.)

s and what it  
we ought to  
begin with a  
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means to live  
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nception” of  
nception is a  
t as a starting



THANK YOU  
GOOGLE, WIKIPEDIA,  
**CUT-AND-PASTE,**  
THE BABY JESUS, AND MOM

**ACADEMIC INTEGRITY**



THAN  
GOOGLE  
CUT-AL  
THE BABY

## Business, Society & Ethics

Spring  
2019

### Honor Agreement

I hereby acknowledge that as a student in this class, I have read the sections on Academic Integrity and the Carnegie Mellon Code from page 15 of the syllabus. I intend to adhere to both the letter and spirit that these seek to embody. If I am ever tempted to violate the Carnegie Mellon Code, I will seek help from the professor in order to find an alternative course of action. If I have any questions about academic integrity or the Carnegie Mellon Code, I will ask.

Today's Date: \_\_\_\_\_

Print Your Name: \_\_\_\_\_

Sign Your Name: \_\_\_\_\_

# ACADEMIC INTEGRITY



# ATTENTION



**NO LAPTOPS**



**NO PHONES**



**NO PHOTOGRAPHY**



**NO RECORDING**



# Extra Credit!

Here are some introductory extra credit opportunities to help jump-start the semester by boosting your participation grade:

1. Fill out and submit the survey on Google Forms by tonight, Sunday, 13 January, at 11:59PM. (I emailed the link out last week. Let me know if you did not get that email!)
2. Tweet me (@ProfessorDEG) that you are enrolled in this course by tonight, Sunday, 13 January, at 11:59PM. Do not forget to include our course hashtag: #BSE19.
3. Read the sections on Academic Integrity and the Carnegie Mellon Code from page 15 of the syllabus, then sign and return the Honor Agreement to me *before the beginning of next class* on Tuesday, 15 January, at 9:30AM.



# The Domain of Ethics

We begin exploring the philosophical approach to business ethics that will guide us through this class. To that end, we consider the question, “what is morality?” and why answering this is important for the study of business ethics.

Make sure you visit the course website so that you can download the reading you are expected to have done before next class. Reading questions are also provided to help you focus on the important parts of the text.



# References for Images Used in the Values Mosaic

4masik. (n.d.). [Woman hands on bible]. [Online image]. Depositphotos. Retrieved July 25, 2017, from <https://depositphotos.com/72122799/stock-photo-woman-hands-on-bible.html>.

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[Honeycomb with bees]. (n.d.). [Online image]. Retrieved September 14, 2016 from [http://www.wallpapermania.eu/download/2012-04/2411/Honeycomb-with-bees\\_2560x1600.jpg](http://www.wallpapermania.eu/download/2012-04/2411/Honeycomb-with-bees_2560x1600.jpg).

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