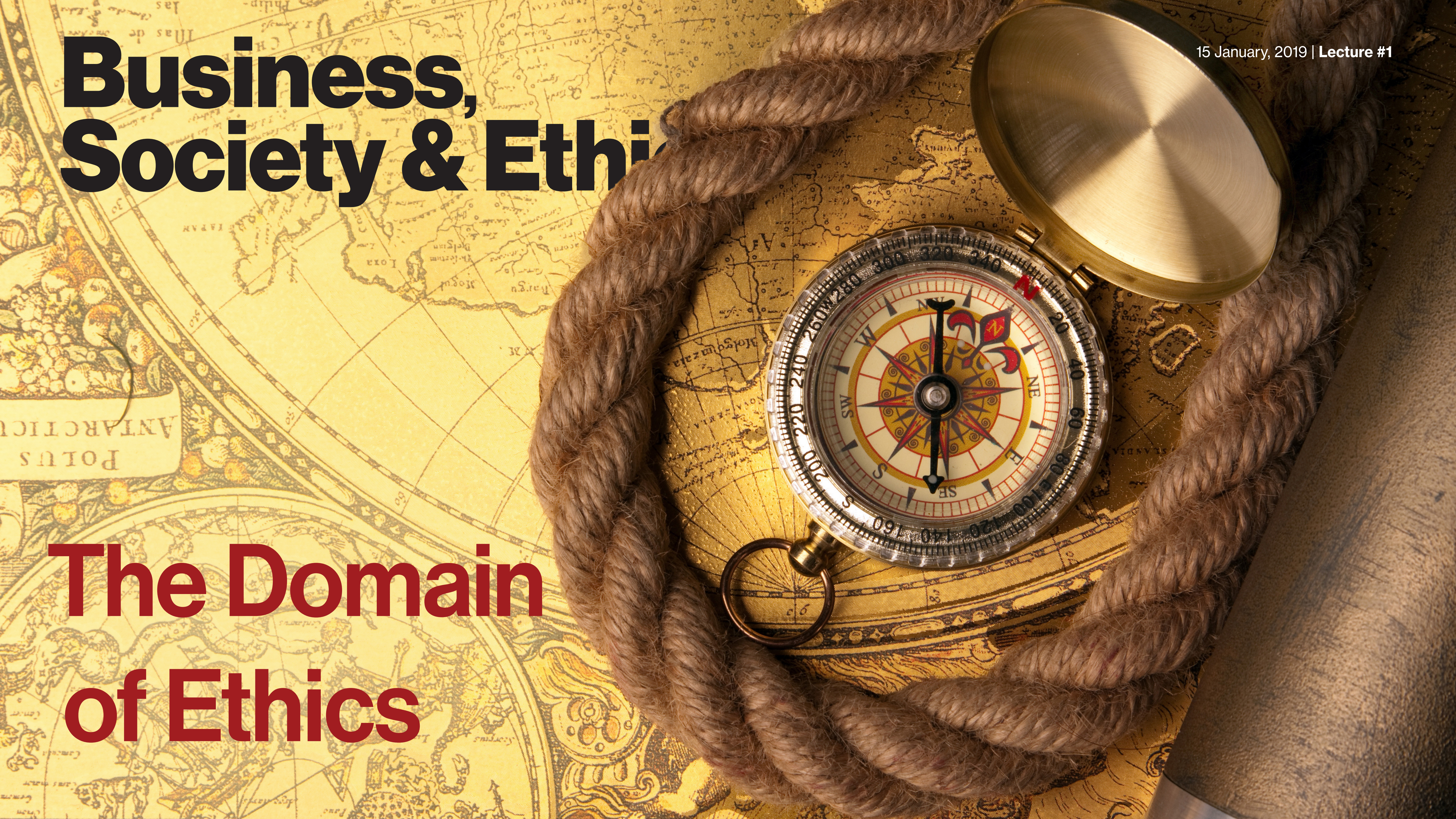


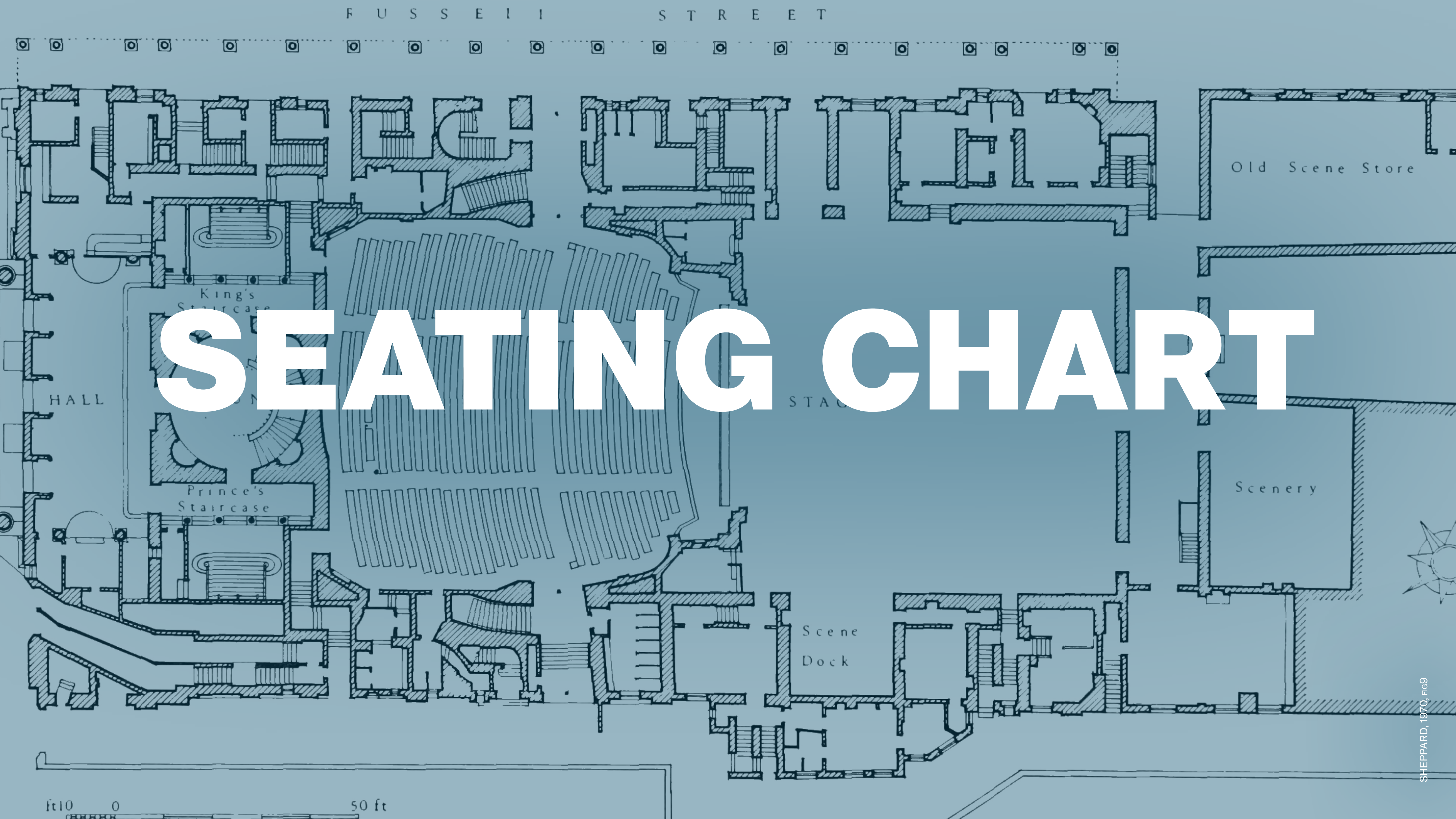
Business, Society & Ethics

15 January, 2019 | Lecture #1

The Domain of Ethics



SEATING CHART



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

- 
- ▶ 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) your account name(s) by Monday, 14 January at 5:00PM

200
tweets minimum are
expected from you
during the semester



Course Information

Instructor	Professor David Emmanuel Gray
Contact	CMUQ 1039, degray@cmu.edu , @ProfessorDEG
Office hours	By appointment, or whenever the instructor’s office door is open
Class time	Sunday, Tuesday, Thursday: 9:30am–10:20am
Class location	CMUQ 2152
Syllabus	PDF .
Twitter	#BSE19 .
Teaching Assistant	Fatema Alsayed, CMUQ 1207, fks@andrew.cmu.edu , @fatemaks
Course Assistants	Menna Moussa, mmoussa@andrew.cmu.edu , @MennaMoussa25

Grading

• Participation (Twitter)	15%
• 4 Unit Exams	60%
Lowest unit exam is dropped.	
• Final Exam	25%

Grade Calculator ([Excel](#))

Schedule

Date	Topic/Readings	Assignments
1/13 (Sun)	Business Ethics From a Philosophical Perspective (Unit #1) (slides)	
1/15 (Tue)	Business Ethics From a Philosophical Perspective (slides) Reading Guide . Rachels & Rachels, “What Is Morality?” <i>Optional:</i> Lin, “The Ethical Dilemma of Self-Driving Cars” (local file).	
1/17 (Thu)	Business Ethics From a Philosophical Perspective (slides) Reading Guide . 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)	Business Ethics From a Philosophical Perspective (slides) Reading Guide . Rachels & Rachels, “ Subjectivism in Ethics ”.	
1/22 (Tue)	Business Ethics From a Philosophical Perspective (slides) Reading Guide . Weinstein, “ If It’s Legal, It’s Ethical... Right? ” <i>Optional:</i> Cannon, “ Tylenol’s Rebound ”.	
1/24 (Thu)	Business Ethics From a Philosophical Perspective (slides) Reading Guide . Donaldson, “ Values in Tension: Ethics Away from Home ”. <i>Optional:</i> Zoepf, “ Shopgirls ”.	
1/27 (Sun)	Business Ethics From a Philosophical Perspective (slides) Reading Guide . Case Study: “ Vodafone Qatar’s Amazon Adventure ”.	
1/29 (Tue)	Business Ethics From a Philosophical Perspective (slides) Reading Guide . Carr, “ Is Business Bluffing Ethical? ”	



Course Information

Instructor
Contact
Office hours
Class time
Class location
Syllabus
Twitter

Teaching Assistant
Course Assistants

Grading

- **Participation** ([Twitter](#))
- **4 Unit Exams**
Lowest unit exam is dropped
- **Final Exam**

Grade Calculator ([Excel](#))

Schedule

Date	Topic/Reading
1/13 (Sun)	Business Ethics: The Basics
1/15 (Tue)	Business Ethics: The Basics Reading: Rachels, "Moral Particularism" Optional: Sen, "The Idea of Moral Particularism"
1/17 (Thu)	Business Ethics: The Basics Reading: Sen, "The Idea of Moral Particularism" Optional: Rachels, "Moral Particularism"
1/20 (Sun)	Business Ethics: The Basics Reading: Rachels, "Moral Particularism"
1/22 (Tue)	Business Ethics: The Basics Reading: Weinstein, "The Idea of Moral Particularism" Optional: Sen, "The Idea of Moral Particularism"
1/24 (Thu)	Business Ethics: The Basics Reading: Donaldson, "The Idea of Moral Particularism" Optional: Rachels, "Moral Particularism"
1/27 (Sun)	Business Ethics: The Basics Reading: Case Studies
1/29 (Tue)	Business Ethics: The Basics Reading: Carr, "Is Business Bluffing Ethical?"

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.



Course Information

Instructor
Contact
Office hours
Class time
Class location
Syllabus
Twitter

Teaching Assistant
Course Assistants

Grading

- **Participation** ([Twitter](#))
- **4 Unit Exams**
Lowest unit exam is dropped
- **Final Exam**

Grade Calculator ([Excel](#))

Schedule

Date	Topic/Reading
1/13 (Sun)	Business Ethics
1/15 (Tue)	Business Ethics Reading: Rachels <i>Optional: Rachels</i>
1/17 (Thu)	Business Ethics Reading: Sen, "Do <i>Optional: Sen</i>
1/20 (Sun)	Business Ethics Reading: Rachels <i>Optional: Rachels</i>
1/22 (Tue)	Business Ethics Reading: Weinstein <i>Optional: Weinstein</i>
1/24 (Thu)	Business Ethics Reading: Donaldson <i>Optional: Donaldson</i>
1/27 (Sun)	Business Ethics Reading: Case Study <i>Optional: Case Study</i>
1/29 (Tue)	Business Ethics Reading: Carr, "Is Business Bluffing Ethical?" <i>Optional: Carr</i>

The Elements of Moral Philosophy

JAMES RACHELS

Editions 7th and 8th

STUART RACHELS

Business, Society & Ethics

Spring 2019

The Domain of Ethics

Reading Guide #1

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* (7TH 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.

CHAPTER 1

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

is and what it
y we ought to
l begin with a
ity is, but that
theories, each
means to live
ocrates’s simple
em.

ot paralyze us.
onception” of
onception is a
st as a starting

TAKE NOTES!

Business,
Society & Ethics

Spring
2019

15 January, 2019 | Lecture Guide #1

The Domain of Ethics

Please note that I will be using words like “ethics” and “morality” interchangeably. For our purposes in this course, they mean the exact same thing. (A more advanced course in metaethics might tease out any differences between these words.)



“We are discussing no small matter, but
how we ought to live.”

What does the above quote mean?



What ought I do?

A False Dichotomy?

Business Decisions

At what price should our business sell bottled water?

How should we manage our supply chain in Asia?

Moral Decisions

Should we raise our price to QAR 5,000 per bottle during a crisis?

Should we outsource to sweatshops in Bangladesh or China?

Is it okay to misrepresent our earnings at the CEO's request?

Should we suppress studies that show our product causes cancer?

QUOTE: PLATO, *ALLEGORY OF THE CAVE*, 380 B.C., COURTESY OF THE METROPOLITAN MUSEUM OF ART, NEW YORK

PHOTO: GETTY IMAGES



“We are discussing no small matter, but
how we ought to live.”

What ought I do?



A False Dichotomy?

Business Decisions

At what price should our business
sell bottled water?

How should we manage our supply
chain in Asia?

Moral Decisions

A False Dichotomy?

Business Decisions

At what price should our business sell bottled water?

How should we manage our supply chain in Asia?

Moral Decisions

Is it okay to misrepresent our earnings at the CEO's request?

Should we suppress studies that show our product causes cancer?



HIDDEN VALUES

A False Dichotomy?

Business Decisions

At what price should our business sell bottled water?

How should we manage our supply chain in Asia?

Moral Decisions

Is it okay to misrepresent our earnings at the CEO's request?

Should we suppress studies that show our product causes cancer?

A False Dichotomy?

Business Decisions

At what price should our business sell bottled water?

How should we manage our supply chain in Asia?

Moral Decisions

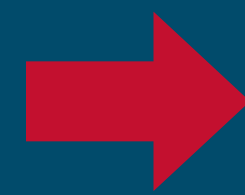
Is it okay to misrepresent our earnings at the CEO's request?

Should we suppress studies that show our product causes cancer?

Business Decisions

At what price should our business sell bottled water?

How should we manage our supply chain in Asia?



Moral Decisions

Should we raise our price to QAR 5,000 per bottle during a crisis?

Is it okay to misrepresent our earnings at the CEO's request?

Should we suppress studies that show our product causes cancer?

Business Decisions

At what price should our business sell bottled water?

How should we manage our supply chain in Asia?



Moral Decisions

Should we raise our price to QAR 5,000 per bottle during a crisis?

Should we outsource to sweatshops in Bangladesh or China?

Is it okay to misrepresent our earnings at the CEO's request?

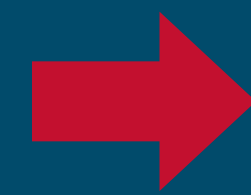
Should we suppress studies that show our product causes cancer?

Business Decisions

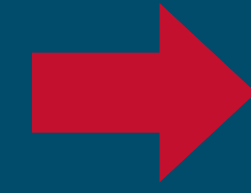
At what price should our business sell bottled water?

How should we manage our supply chain in Asia?

Moral Decisions



Should we raise our price to QAR 5,000 per bottle during a crisis?



Should we outsource to sweatshops in Bangladesh or China?

Is it okay to misrepresent our earnings at the CEO's request?

Should we suppress studies that show our product causes cancer?

What ought I do?





Business ethics is about *action*
It is *practical* It is *strategic*

Born Name: Benedict Timothy Carlton Cumberbatch.

Age: 41.

Sun Sign: Cancer.

Place of Birth: London.

Height: 183 CM.

Weight: 78 KG.

Natural Hair Color: Auburn.

Eye Color: Blue-Green.

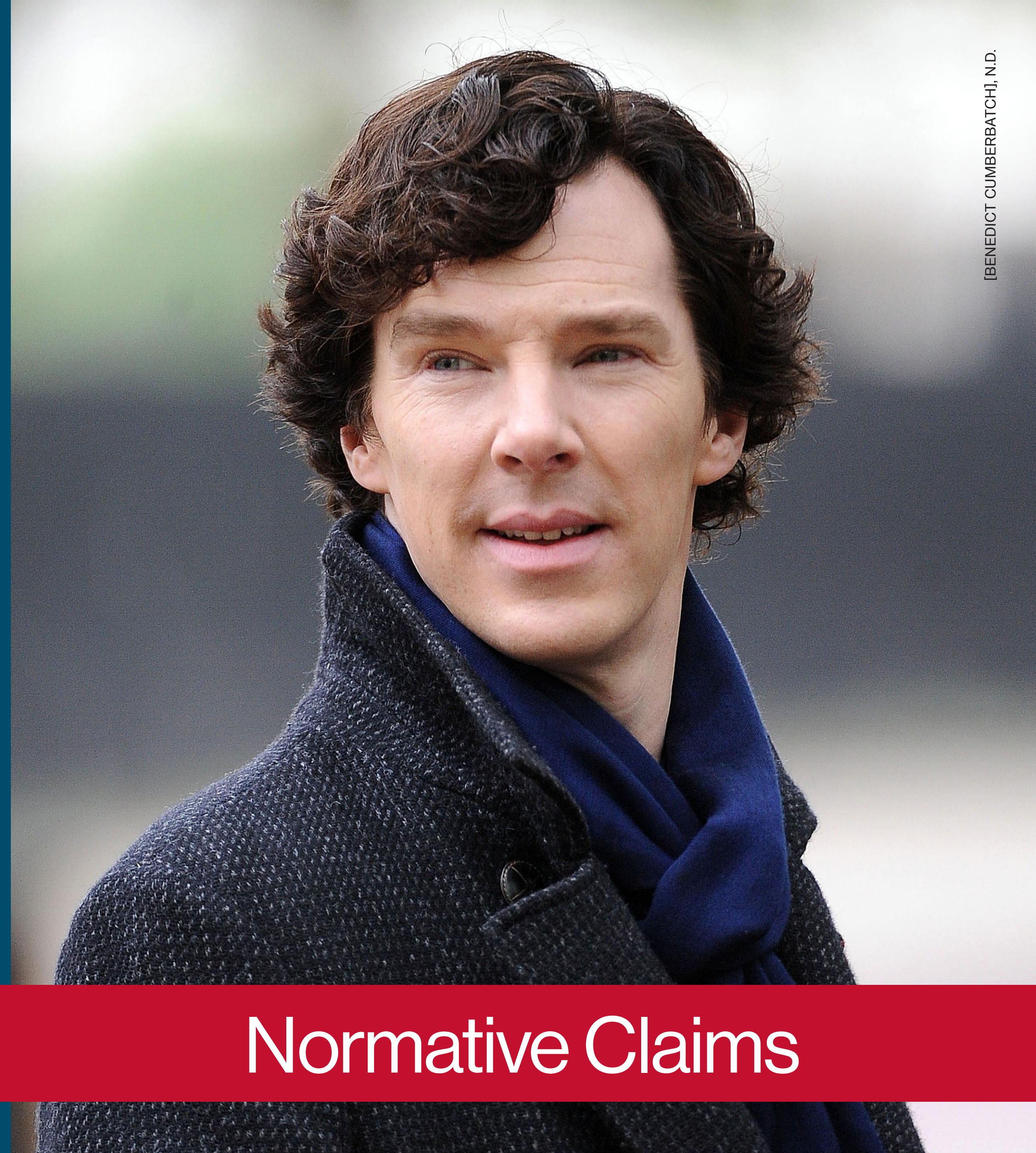
Religion: Buddhism.

Favorite Authors: Vladimir Vladimirovich Nabokov, Fyodor Dostoyevsky, Charles Dickens, and Paul Auster.

Favorite Sports: Skydiving, hot-air ballooning, scuba diving, snowboarding, horse-riding, and motor-bikes.

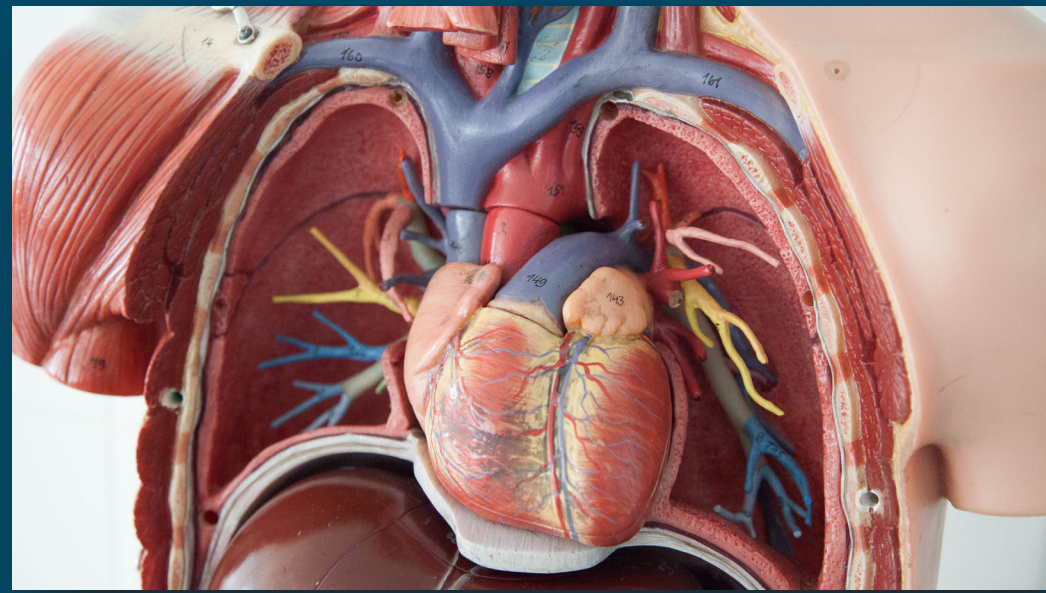
Descriptive Claims

DATA: "BENEDICT CUMBERBATCH HEIGHT WEIGHT BODY STATISTICS", 2017



[BENEDICT CUMBERBATCH], N.D.

Normative Claims



Anatomy



Physics



Mom's Advice



Beauty



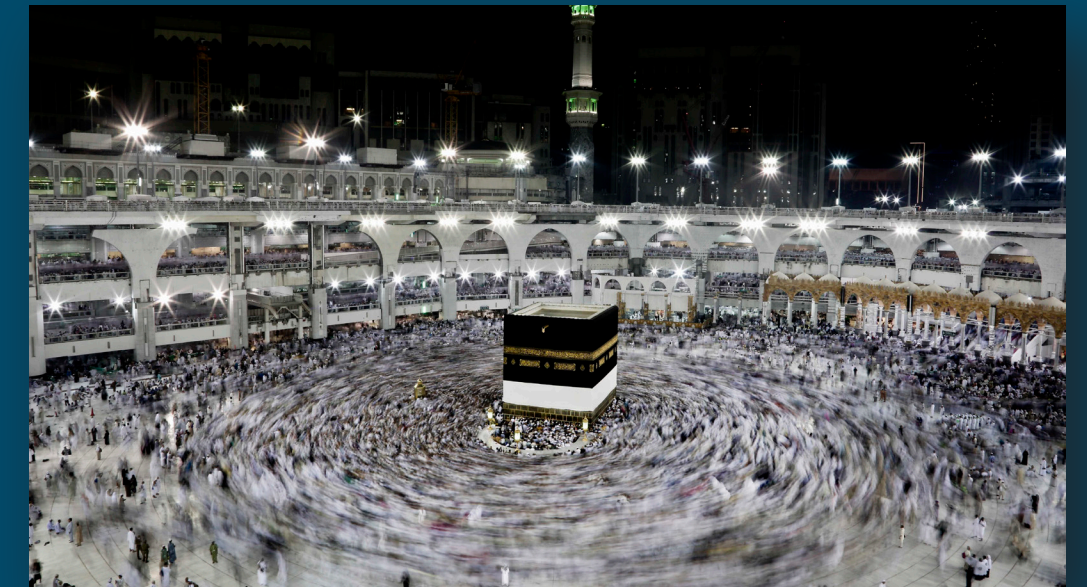
Psychology



Organizational Behavior



Law



Religion



Anthropology



History



Strategy



Ethics!

Descriptive Claims

Normative Claims

THE PURPOSE-BASED APPROACH TO BUSINESS

NORMATIVE BASIS

**DESCRIPTIVE
IMPLEMENTATION**

HOW DO WE ENCOURAGE
GOOD BUSINESS?

WHAT IS GOOD BUSINESS?

WHAT IS THE PURPOSE OF BUSINESS?

“Steel City’s New Wheels”





SCHOOL BUS

EMERGENCY DOOR

B329

PENNSYLVANIA
SC-29799
SCHOOL BUS

BUS HAS
BEEN
CHECKED
FOR
SLEEPING
CHILDREN
AND IS
EMPTY

REASON

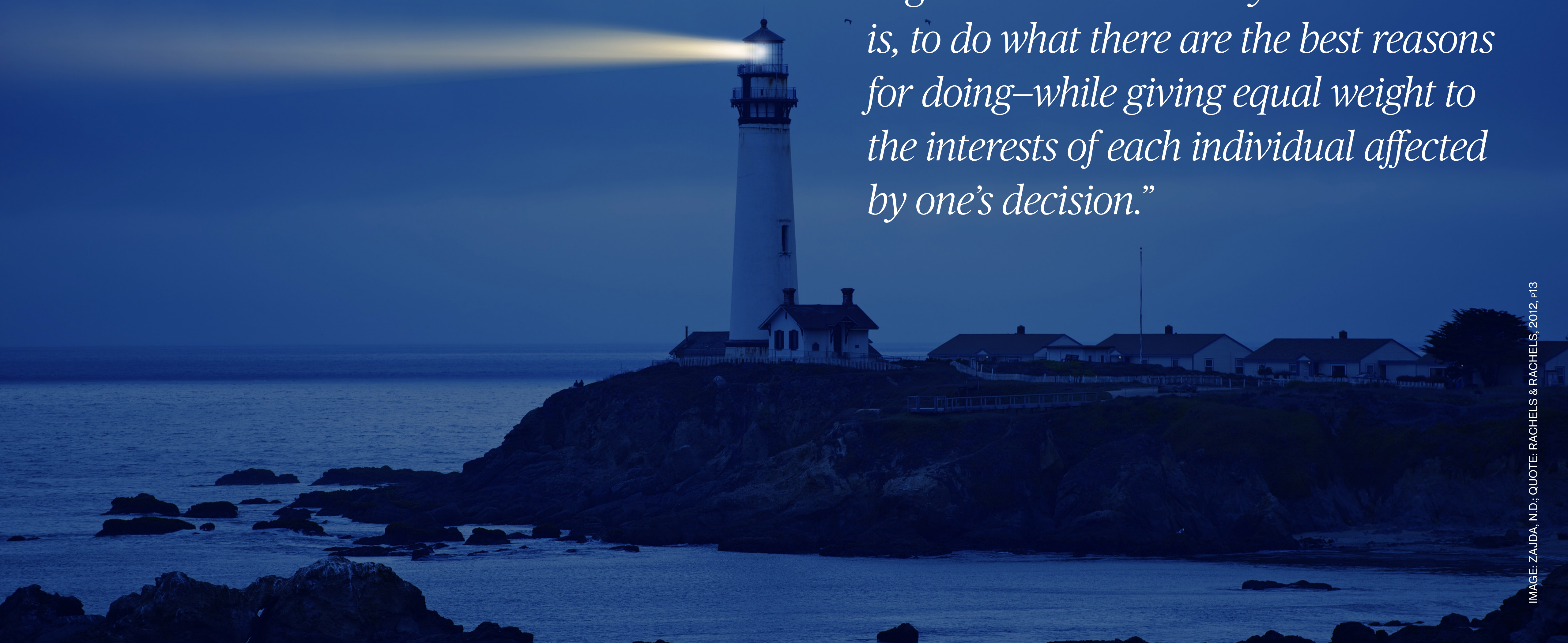


CONSISTENCY



The Minimum Conception of Morality

“Morality is, at the very least, the effort to guide one’s conduct by reason—that is, to do what there are the best reasons for doing—while giving equal weight to the interests of each individual affected by one’s decision.”



The Value of Business Ethics

We consider an argument from Amartya Sen (1993) claiming that business ethics is not only good for society but also good for businesses as well. (Sen is also famous for winning the 1998 Nobel Prize in Economics.)

References for Images Used to Illustrate Descriptive Versus Normative Claims

Africa Studio. (n.d.). [Wooden gavel and books on wooden table, on brown background]. [Online image]. Shutterstock. Retrieved September 4, 2016, from <https://www.shutterstock.com/image-photo/wooden-gavel-books-on-tableon-brown-114277594>.

David, J.-L. (2006, December 20). *Napoleon Crossing the Alps*. [Painting, digital representation]. Wikimedia Commons. Retrieved January 7, 2018, from https://commons.wikimedia.org/wiki/File:David_-_Napoleon_crossing_the_Alps_-_Malmaison2.jpg. (Original work of art from 1800).

El-Mofty, N. (2016, September 7). [Muslim pilgrims circle the Kaaba, Islam’s holiest shrine, at the Grand Mosque in Mecca]. [Online image]. AP Images. Retrieved August 21, 2017 from <http://www.apimages.com/metadata/Index/Mideast-Saudi-Hajj-Photo-Essay/729d6f5827264207991b6b2ac284294c>.

Etcheverry, J. (2010). [Cueva de las Manos del Rio Pinturas, Cave of the Hands, Patagonia, Province of Santa Cruz, Argentina]. [Online image]. Javier Etcheverry Photography. Retrieved September 14, 2016 from <http://phenomena.nationalgeographic.com/2015/08/19/whos-the-first-person-in-history-whose-name-we-know/>.

Garlick, M. (n.d.). [Artwork of a galaxy as whirlpool in space]. [Online Image]. Getty Images. Retrieved August 21, 2017 from <http://www.gettyimages.com/detail/illustration/artwork-of-a-galaxy-as-whirlpool-in-space-royalty-free-illustration/140891388>.

Gümüs, H. (2013, October 2). [Chest anatomy]. [Online Image]. Wikimedia Commons. Retrieved August 21, 2017 from https://commons.wikimedia.org/wiki/File:Chest_Anatomy.jpg.

[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.

Okamoto, Y. R. (n.d.). *Situation Room: Walt Rostow shows President Lyndon B. Johnson a Model of the Khe Sanh Area*. [Photograph, digital representation]. National Archives Catalog. Retrieved July 17, 2016 from <https://catalog.archives.gov/id/192584>. (Original photograph from February 15, 1968).

Raphael. (2013, April 13). *The School of Athens*. [Fresco, digital representation]. Wikimedia Commons. Retrieved July 17, 2016 from https://commons.wikimedia.org/wiki/File:Sanzio_01.jpg. (Original work of art from 1511).

Tashiro, D. (2012, August 28). [Sunrise at the top of the mountain]. [Online image]. Kashapasha. Retrieved August 24, 2016, from <http://kashapasha.com/144>.

Valle, S. (n.d.). [Psychiatrist examining a patient]. [Online image]. 123RF. Retrieved September 7, 2016 from https://www.123rf.com/photo_12898410_psychiatrist-examining-a-female-patient.html.

Young, L. F. (2007, February 25). [Bossy looking middle-aged woman wagging her finger in disapproval]. [Online image]. Fotolia by Adobe. Retrieved August 21, 2017 from <https://www.fotolia.com/id/63115618>.

References

Anastasios71. (n.d.). [Statue of Socrates, ancient Greek philosopher]. [Online image]. Shutterstock. Retrieved July 12, 2016 from <https://www.shutterstock.com/image-photo/socratesancient-greek-philosopher-160382801>.

[Benedict Cumberbatch dressed as Sherlock]. (n.d.). [Online image]. Retrieved August 20, 2017 from <https://s-media-cache-ak0.pinimg.com/originals/00/b5/00/00b500c92b82675c26f39542372b461d.jpg>.

Benedict Cumberbatch Height Weight Body Statistics. (2017, June 14). HeathyCeleb. Retrieved August 20, 2017 from <http://healthyceleb.com/benedict-cumberbatch-height-weight-body-statistics/38798>.

[Car screeching]. (n.d.). [Wav file]. Retrieved August 20, 2017 from http://www.drodd.com/sound-effects/car_screech.wav.

Drflet. (2012, July 21). [Auguste Rodin’s sculpture, *The Thinker*, in front of the Legion of Honor Museum in San Francisco, California]. Wikimedia Commons. Retrieved January 7, 2018 from https://commons.wikimedia.org/wiki/File:Rodin%27s_The_Thinker.jpg.

Duska, R. F. (1997, September). The Why’s of Business Revisited. *Journal of Business Ethics*, 16(12/13), 1401-1409.

FikMik. (2012, July 26). [Navigation equipment set]. [Online image]. iStock by Getty Images. Retrieved January 7, 2018 from <https://www.istockphoto.com/photo/navigation-equipment-set-gm149409242-16078310>.

Garcia, T. (n.d.). [Arrow splitting another arrow in bull’s-eye of target]. [Online image]. Getty Images. Retrieved January 7, 2018 from <http://www.gettyimages.com/license/351942-001>.

Hendricks, R. E. (2014, October 2). [View of a yellow school bus from behind]. [Online image]. Ruth E Hendricks Photography [blog]. Retrieved July 12, 2016 from <https://rutheh.com/2014/10/02/school-bus-sign/>.

London, A. J. (2018, April 13). From Automation to Autonomy and the Ubiquity of Moral Decision Making. [Online video]. Carnegie Mellon University Robotics Institute Seminar. Retrieved August 29, 2018, from <https://www.ri.cmu.edu/event/automation-autonomy-ubiquity-moral-decision-making/>.

Okamoto, Y. R. (n.d.). *Situation Room: Walt Rostow shows President Lyndon B. Johnson a Model of the Khe Sanh Area*. [Photograph, digital representation]. National Archives Catalog. Retrieved July 17, 2016 from <https://catalog.archives.gov/id/192584>. (Original photograph from February 15, 1968).

Parker Brothers. (1936). [“Get Out of Jail Free” card from the board game *Monopoly*]. [Playing card, digital representation]. Retrieved August 13, 2017 from <https://images4.alphacoders.com/742/thumb-1920-74284.jpg>.

Rachels, J., & Rachels, S. (2012). What Is Morality? In *The Elements of Moral Philosophy* (7th ed., pp. 1-13). New York, NY: McGraw-Hill.

Ratcliffe, C. (2016, January 5). [People are seen as silhouettes as they check mobile devices]. [Online image]. Getty Images. Retrieved August 12, 2017 from <http://www.gettyimages.ca/license/503572710>.

Sen, A. (1993). Does Business Ethics Make Economic Sense? In P. M. Minus (Ed.), *The Ethics of Business in a Global Economy* (Vol. 4, Issues in Business Ethics, pp. 53-66). Norwell, MA: Kluwer.

[Senior class speaker, Adam Rapfogel]. (2015, May 31). [Online image]. *D-E Today* [online magazine]. Retrieved August 9, 2017 from <http://d-etoday.org/commencement-2015-a-glorious-day/>.

Sheppard, F. H. W. (Ed.). (1970). Figure 8 [floor plan of the Theatre Royal, drawing, digital representation], in *Survey of London: Volume 35, the Theatre Royal, Drury Lane, and the Royal Opera House, Covent Garden*. London: London County Council. Retrieved July 16, 2016 from <http://www.british-history.ac.uk/survey-london/vol35>.

[Taking notes]. (n.d.). [Online image]. Retrieved May 3, 2017 from <http://blog.ecampus.com/healthy-studying-habits/>.

Tavani, R. (n.d.). [Iceberg]. [Online image]. Shutterstock. Retrieved August 26, 2018 from <https://www.shutterstock.com/image-illustration/iceberg-hidden-danger-global-warming-concept-654920956>.

Uber. (2016, May 19). Steel City’s New Wheels. Uber Newsroom. Retrieved August 23, 2016 from <https://newsroom.uber.com/us-pennsylvania/new-wheels/>.

Unfinished Business. (2015, February 25). [Dan Trunkman (Vince Vaughn) from Apex Select critiques a dubious business presentation]. [Online image]. iStock by Getty Images. Retrieved July 12, 2016 from <http://www.istockphoto.com/no/photo/dan-trunkman-critiques-a-dubious-presentation-gm464668532-59219506>.

Zajda, T. (n.d.). [Pigeon Point Lighthouse in California]. [Online image]. Fotolia by Adobe. Retrieved August 19, 2017 from <https://www.fotolia.com/id/55672110>.

Acknowledgements

Introductory slide photograph by FikMik (2012). My conception of hidden values for business and my rejection of the distinction between business and moral decisions are influenced by London (2018). My purpose-based approach to business is heavily influenced by my reading of Duska (1997). A special thanks to A. M. Salaz for helping me format the APA citations and references for previous versions of these slides.