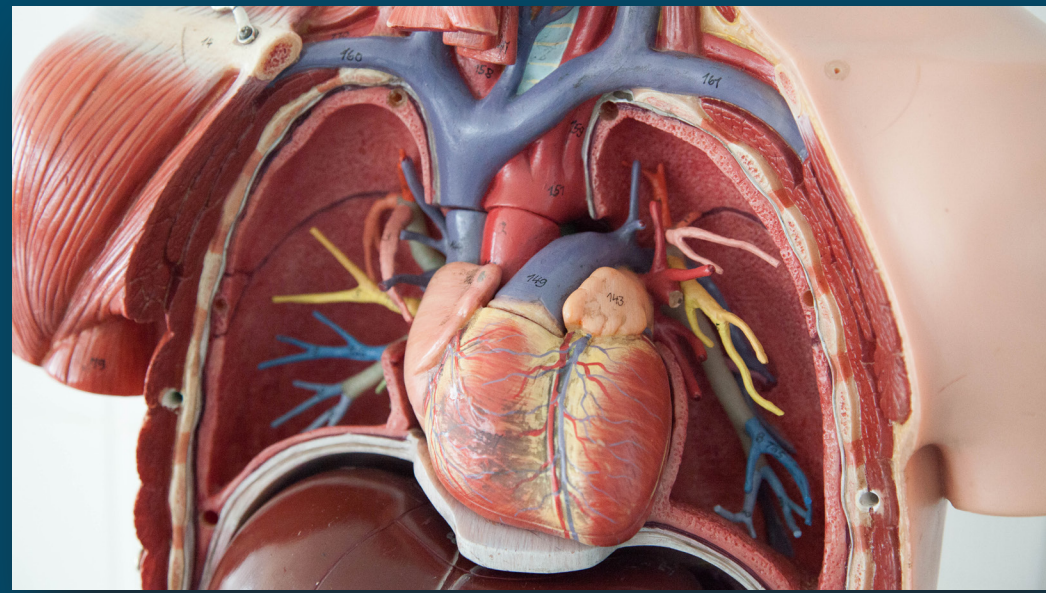


The Value of Business Ethics



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



Anatomy



Physics



Mom's Advice



Beauty



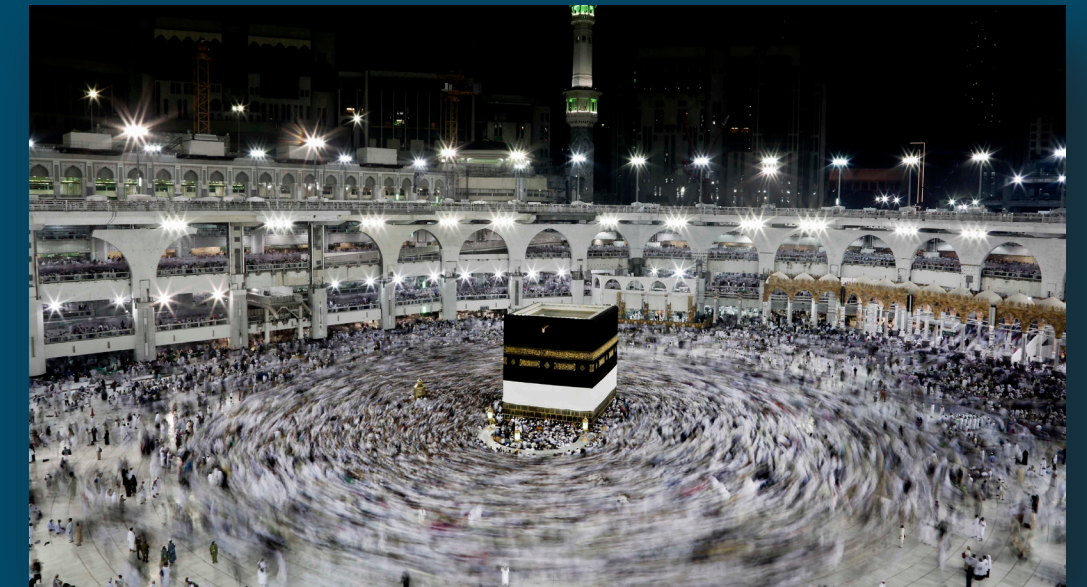
Psychology



Organizational Behavior



Law



Religion



Anthropology



History



Strategy



Ethics!

Descriptive Claims

Normative Claims

Business ethics is not
psychology

Nor is it ***OB***



Not even *anthropology*

What ought I do?



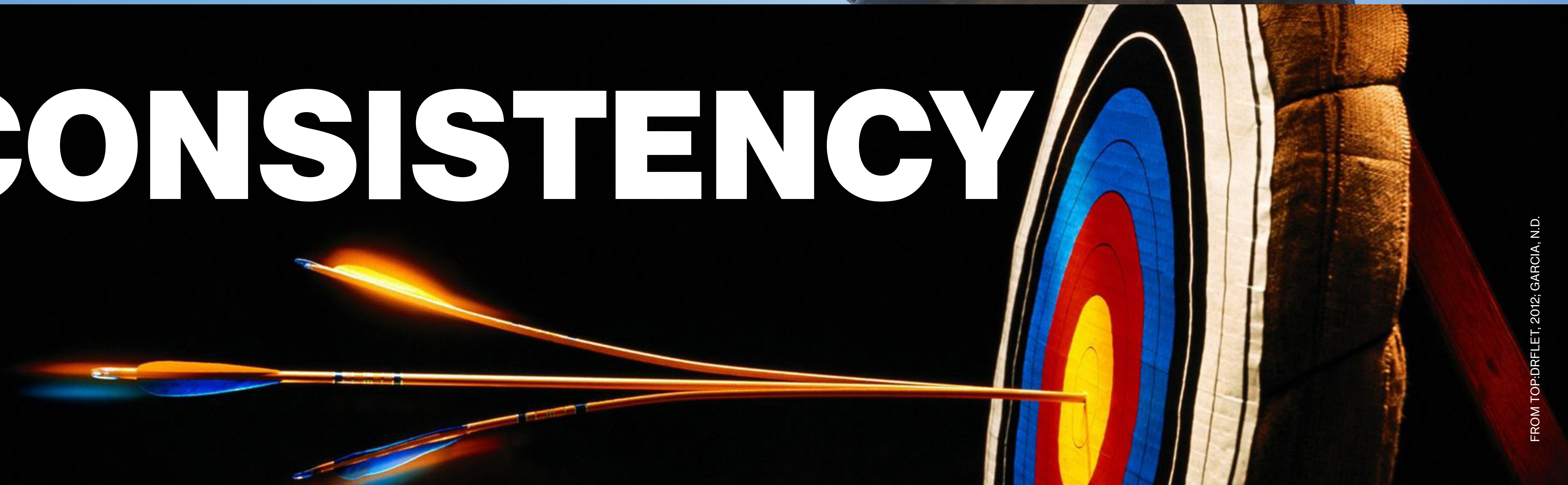


Business ethics is about *action*
It is *practical* It is *strategic*

REASON

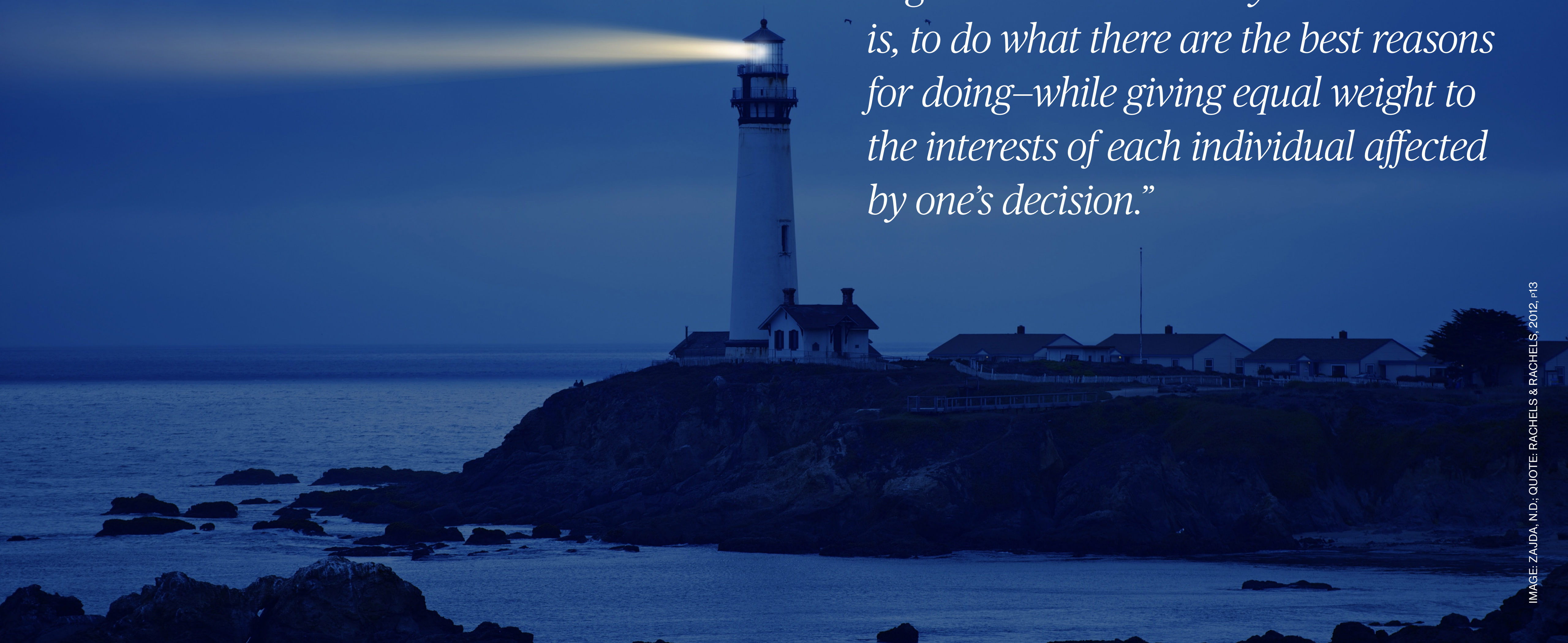


CONSISTENCY

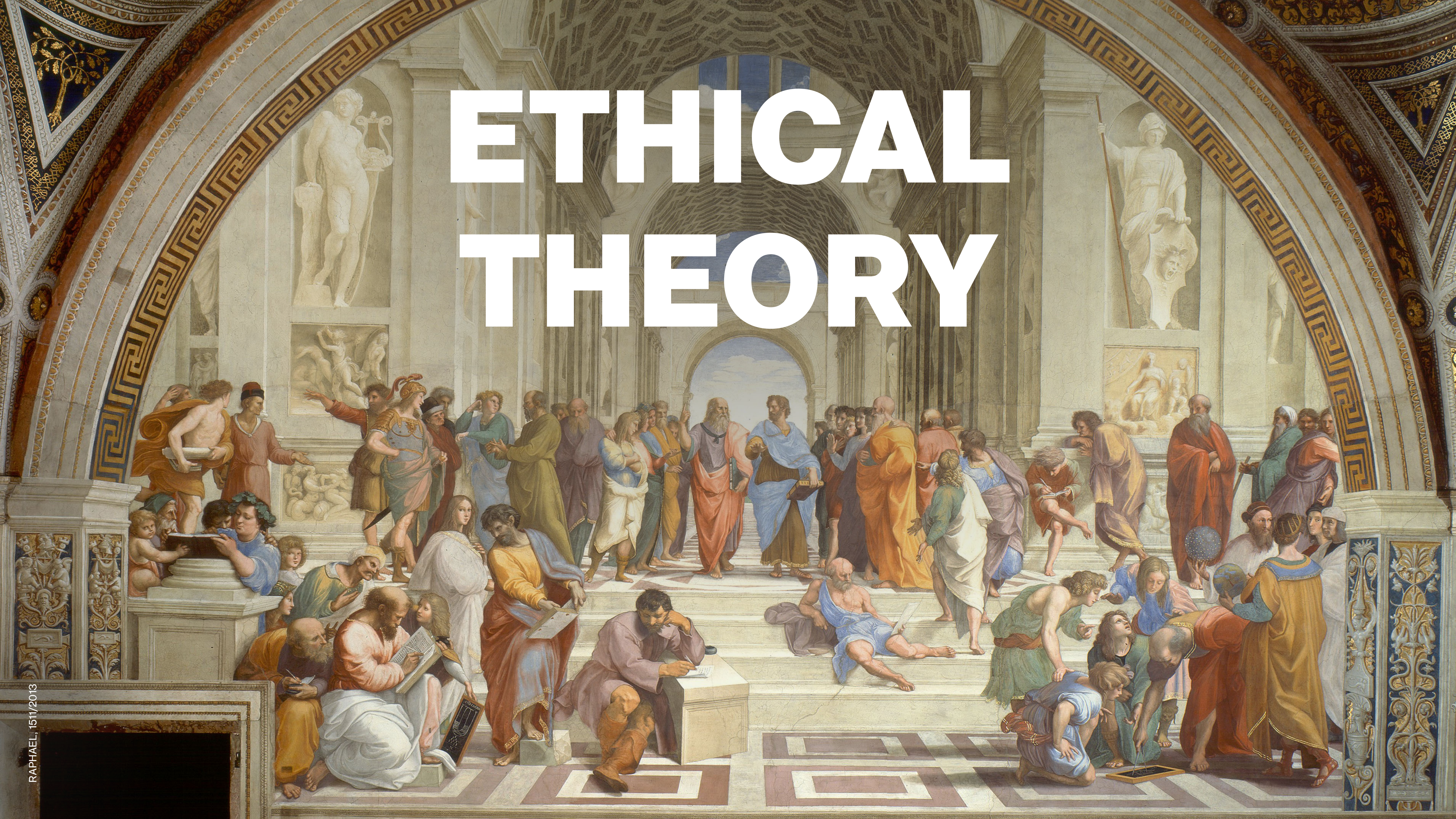


The Minimum Conception of Morality

“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.”



ETHICAL THEORY



APPLIED ETHICS



SECURE LEGITIMATE COOPERATION



*“We have two different ways
in which good business
could make economic sense.*

*One way is to see the
improvement of the society
in which one lives.*

*The other is the extent to
which good business behavior
could lead to favorable
business performance.”*





**After the global financial crisis,
about 58% of Americans did
not trust financial institutions**



TRUST

PUBLIC GOODS



REPUTATION

Justification in Business Ethics

We will talk more about how justification works in ethics. That is, how should you be prepared to defend your business decisions to other people in order to secure their *legitimate* cooperation?

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