



Business Ethics

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US Embassy Soft Skills Series

Agenda

- Introduction & Definition
- Reason for Ethics
- Business Ethics
- Scenarios
- Intellectual Property
- Conclusion



What is Ethics?

Ethics is “a discipline involving inquiry into the moral judgments people make and the rules and principles upon which such judgments are based” (Almeder, Humber & Snoeyenbos, p. 15)



What is Ethical Behavior?

Behavior that acts consistently and in support of the supreme good

What is the supreme good?

Duty – Kant

Pleasure - Bentham

Social Justice -
Rawls

Man's Life -
Rand

Why Does Man Need a Code of Values?

- Can an animal live without that which keeps it alive?



- Everything man needs has to be discovered by his own mind

OK, But Why Should People Care?

- Every person has essential rights
 - Life, Liberty/Security, protection of property, religion/thought
- When people act ethically, doesn't the world work better?



What is it wrong to do in business?

- Taking Undue Credit?
- Eliminate your Competition?
- Fair trade?
- Corporate Social Responsibility?



Corporate Social Responsibility



**Business has a
responsibility
to give back to
the community.**

A decorative arrangement of stylized flowers in shades of pink and red, with green leaves and thin stems, positioned on the left side of the slide.

**MONEY IS THE ROOT OF
ALL EVIL
HAVE YOU EVER ASKED
YOURSELF, “WHAT IS THE
ROOT OF ALL MONEY?”**

Money as Moral

- Money is a tool of exchange
- It is created by those who produce
 - Are those who produce evil?
- Money vs. whips and chains
 - Take your choice, there is no other

Think about this

- Think about the English phrase 'to ***make*** money'.
- Is wealth a static quantity?
 - To be seized, begged, inherited, shared, looted, or obtained as a favor?
- Wealth has to be created
- The words 'to make money' hold the essence of human morality.

<http://images.mylot.com/userImages/images/postphotos/2338497.png>

<http://www.mobileapptesting.com/wp-content/uploads/2011/04/Dollar-Sign.jpg>



ETHICS SCENARIOS



Intellectual Property

Is it right to download from the internet that which is readily available?

Do you believe that it is better to work hard and earn money than to have it given to you?



"Men have been taught that it is a virtue to agree with others. But the creator is the man who disagrees.

"Men have been taught that it is a virtue to swim with the current. But the creator is the man who goes against the current.

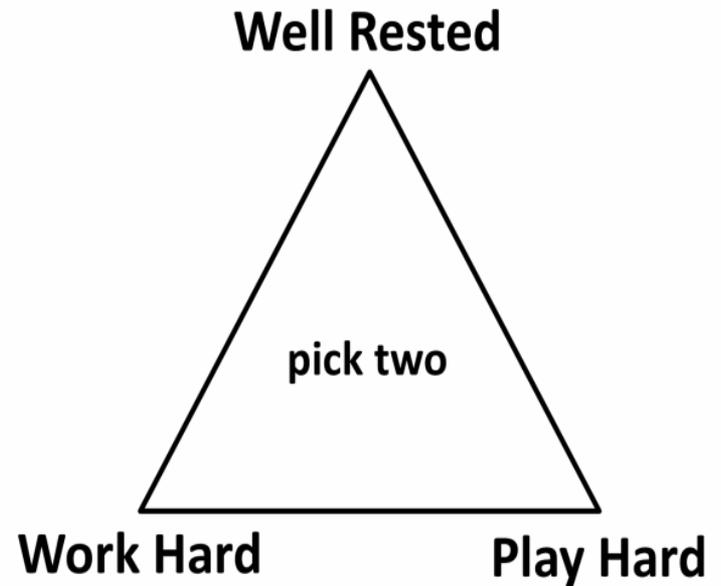
"Men have been taught that it is a virtue to stand together. But the creator is the man who stands alone."

How do You do What is Right?

- Read
 - Philosophy
 - Literature
- Believe in what you know is right
- Be prepared for difficulty

Conclusion

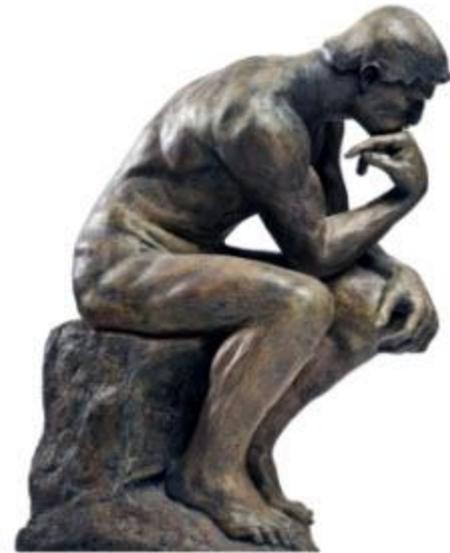
- Work hard, do what you know is right above all else
- Acting ethically = no guilt
- No guilt = free mind



Conclusion

- Think, think, think
- Challenge what you know to be wrong

“Be the change you wish you see in the world.”



“I am, therefore I think”

-Ayn Rand