

Test 1-Business Ethics Study Guide

1. Identify the 7 primary questions of philosophy
 - a. What is the self?
 - b. What is the world?
 - c. How does the self know the world?
 - d. What is good?
 - e. What is purpose in life?
 - f. How does the self conduct itself with respect to the world?
 - g. How should the world conduct itself?
 - h. How should the world conduct itself with respect to the self?
2. Good=any desired object or activity (i.e. college education, car)
3. End in itself=a person, something that desires a good but is not a good itself
 - don't treat people like property
 - don't regard people with attitude, don't use people
4. Provider=any entity which produces a good
5. List the 3 major classes of natural providers:
 - a. Nature-rights link with responsibility
 - b. Individuals
 - c. Family-uncouples rights and responsibilities
 - allows an individual to grow in a protected environment
6. List the 3 major classes of social providers:
 - a. Free market associations (capitalist-a person who directs land, buildings, resources [the government] not held by private individuals)
 - b. Mixed Market Association-free to buy or not buy (i.e. benefits, WVU-you don't have to pay tuition or are forced to attend)
 - c. Forced Market Association-something you have to buy no matter what (i.e. paying for military during times or war)
7. List the 7 components of a goods producing association:
 - a. Shareholders
 - b. Directors
 - c. Managers
 - d. Employees
 - e. Suppliers
 - f. External claimists
 - g. Buyers
8. Power=the physical ability (money, muscle, mental capacity) to acquire a good

9. Right=in the sense of the Latin word, "jus" (justice)-a power whose is sanction by society
10. Privilege=a right which is regulated by society
-ex: driving, right to own property
11. Responsibility=a duty placed upon one agent to empower another
12. Ontology=the study of what it means to say something exists
-the study of being
13. Existentialism=a literary and philosophical exploration into how it feels to exist in an indifferent world
-how does it feel to be alone in this world
-a movement to look into the way we experience the world
-what it means to be a person
14. Stoicism=a Greco-Roman philosophy emphasizing inner strength and a pragmatic acceptance of the world as an unchangeable reality
-you cannot change the world but you can change your attitude about the world
15. Pragmatism=the view that lifestyles and world views should be practical, avoiding extremes
16. Epistemology=the study of knowledge and the use of logic to achieve certainty
-ex: the idea we live in an expanding universe
17. Phenomenology=the study of arguing that knowledge cannot go beyond appearances to the mind
18. Ethics=the study of how one should live his/her life with respect to others
19. Ethos=behavior within social expectations
-ex: not talking on cell phone at dinner
20. Consequentialism=the perspective that outcomes, not blind rules, should determine whether or not an action is ethical
21. Utilitarianism=the view that ethics is a matter of societal stability and that which brings the greatest good to the greatest number of people
-ex: the military draft-minority had to serve for the greater good
22. Deontology=to bind, the formal perspective that duty and a fidelity to accepted rules, not to outcome, should determine whether or not an action is ethical

23. Hedonism-the view that pleasure is the highest good
24. Teleological ethics-ethics built around a life's purpose; a view that one owes it to ones self and others to achieve his/her full potential
25. telos-destiny (Greek)
-in Latin, fatum=fate
26. Teleology-the study of purpose in existence (mission statement)
27. Ground-a claim or set of claims that can be held with certainty
28. Skepticism-the view that absolute knowledge and certainty are impossible
29. Apriori-that which is know by inference
30. Aposteriori-that which is known by the senses
31. Moral Intellectualism-morality is inherently rational and objective
32. Voluntarism-morality is conditional and subjective
33. Ethical Relativism-the view that there is no objective ground for ethical decisions
34. Cultural Relativism-variations in ethos from one society to another
35. Primary goals-the basic needs of life as it should be
36. Maximalism-the view that any proper action is worth of being carried out at its fullest extent
37. the marginal utility of a good-the value to a consumer created by the a goods last incremental unit of consumption
38. the marginal utility of money-the increased quality to life or financial return brought on by the last dollar spent
39. Jeremy Benthem's utilitarian philosophy-that action which produces the most happiness for all concerned is that action that is most ethical for the situation at hand
40. John Stewart Mill's utilitarian philosophy-happiness is the be maximized but with the recognition that intellectual pleasure is superior to physical and emotional pleasure
-example: intellectual pleasure=knowledge, going to the opera (different for

different ages)

41. Kant's categorical imperative-a maxim (rule) which states that one should only do that which one would wish to see become a universal law
42. categorical-without exception
43. Kant's ethical perspective-morality is to be found in the way the mind makes sense of things
44. List the 5 kinds of justice
 - Commutative-justice through fair exchange
 - Distributive-economic systems very much determine this kind of justice
 - Punitive-at one time called retributive justice, criminal courts handle punitive justice
 - Compensatory-typical of the kind used by civil courts, compensation
 - Stochastic-through this justice, state lotteries are seen as fair (i.e coin flip)
45. Stochastic-occurring by chance
46. Commensurable-capable of being measured by a common standard
 - apples and apples
 - a problem in evaluating social aspects (cost-benefit analysis argument)-How do I value life?
47. Solipsism-the view that I alone exist
 - sol=alone
48. virtue-a socially accepted personal characteristic which either causes one to excel in a particular activity or be admired by others
49. virtue ethics-the ethical study which seeks a full account of the personal traits an individual should have
50. refer to handout
51. Aristotle's view of ethics and commerce-business is not about wealth, but about the good life brought on by the intrinsic rewards of virtuous, productive human activity
52. Altruism-generosity without reward
53. Plato's ethical view-ethics should not lead on to altruism but to enlightened self-interest and the role of ethics is to show an individual his/her own self interest

54. cost-benefit analysis-a decision method for choosing among possible outcome when investment parameters are fixed
55. Ronald Duska's interpretation of loyalty-a willingness to sacrifice to maintain a relationship of mutual enrichment
56. shadow pricing-the comparing of free market purchasing practices in order to assign dollar values to quality of life goods or even to life itself
57. trade secret-a formula pattern device or compilation of information which may be used in a business to gain an advantage over a competitor
58. ubiquitous phrase-one used in so many different settings that concise meaning is lost
59. Hobbe's ethical view-through social contracts, social institutions can channel individual egoism to the social goal
60. John Locke's theory of rights-rights are grounded in those things one would possess were there no government
61. Jeremy Bentham's theory of rights-right are those things like free speech, which lead to good consequences
62. Adam Smith's invisible hand theory-the collective good is maximized when each individual is allowed to pursue his/her own self-interest within the law
63. John Rawl's veil of ignorance-the suggestion that one should promote a society in which he/she would want to live regardless of his/her status of birth
64. egalitarianism-the view that a society should promote the equal treatment of every citizen
65. Robert Nozick's entitlement theory-the distribution of goods should be made not by a principle but by a validity based upon antecedent events
66. libertarianism-the view that individuals should, as much as possible, be free of government
67. agent-principal-a common law principle which sees an employee or contracted agent as solely responsible within contractual limits with interest to the employer
68. supererogate-(sucking up) to do more than is expected

69. turgid policies-(swollen policies=bad) those which are embellished or too ornate in style

70. univocal-with one voice having only one meaning