

Ethics 101

Chapter 1: Whatever happened to business ethics?

Amazonlink:

http://www.amazon.com/Ethics-101-Every-Leader-Needs/dp/0446578096/ref=sr_1_1?ie=UTF8&s=books&qid=1267404937&sr=8-1

What I expect to learn:

- To learn what ethics does businesses follow at present

Quote:

“Companies that are dedicated to doing the right thing, have a written commitment to social responsibility, and act on it consistently are more profitable than those who don’t.”

Book Review:

A survey made by George Barna showed that 6 out of 7 people are unwilling to give their complete trust to teachers, lesser to company executives, government official, TV reporters, and priests. This result just show how terrible is the state of ethics in the society. The author mentioned three reasons why people make unethical choices: 1) we do what’s most convenient; 2) we do what we must to win; 3) we rationalize our choices with relativism. First, we do what’s most convenient, the author wrote a quote, an ethical dilemma can be defined as something undesirable or unpleasant choices relating to a moral principle or practice, I agree with this reason of the author, for example is when the cashier gives us an extra change, isn’t it more convenient to us to not give back the extra and just accept it as a bonus. Second, we do what we must to win, we see this scenario on every competition, and players do everything they can just to win, but some uses drugs like steroids to boosts their bodies ability to produce muscles and prevents muscle breakdown. Third, we rationalize our choice with relativism, wherein people determine what is right depending on the situation, which results to what the author says mentioned as “ethical chaos”, wherein ethics are based on decisions, you are ethical if your action makes you feel good.

The author also presented some solutions for the current marketplace. First, outsource ethics instruction wherein companies hire firms to conduct ethics classes and produce ethics manuals. Second, perform an ethical flea dip, where ethical offenders that are caught will be punished, but the problem is those offenders are just doing it again. Third, rely on the law, some

companies have given up on determining what is ethical and what is not, so their solution is just to rely on the law, and using what's legal as their standard.

According to Ethics Resource Center in Washington D.C., companies that are dedicated to doing the right thing, have a written commitment to social responsibility, and act on it consistently are more profitable than those who don't. It also revealed that companies that are practicing proper ethics are making much more money in the long run than those who don't.

What I have learned:

- The reasons why people make unethical choices
- Some solutions for this dilemma

Integrative Question:

1. When you think of ethics, what is your reaction? Is it positive or negative?
2. Do you believe it's possible and desirable to use just one standard in every area of life?
3. What is ethical chaos?
4. Choose one reason why people make unethical choices and relate it to your everyday life
5. Choose one solution for this problem