

## Business Ethics Study Guide #1

### Introduction

Why is it important to have a class on business ethics?  
Know why moral standards are not laws or our feelings.

What is a conditional?

What is an antecedent? What is a consequent?

What are counterexamples?

Be able to give counterexamples for a conditional.

What is the verification principle (VP)?

What difference does it make whether the VP is true?

What are two objections to the VP?

What are two objections to the fact/opinion distinction?

What is cultural moral relativism (CMR)?

What difference does it make whether CMR is true?

What are two arguments for CMR?

Give a reply to each of the two arguments for CMR.

Give 3 arguments against CMR.

What are undercutting arguments? Rebutting arguments?

Identify whether an argument is undercutting or rebutting.

What is modus ponens?

What is modus tollens?

When is an argument valid?

When is an argument sound?

### How we make ethical decisions

What is the form of moral reasoning we should use when making an ethical decision?

What is egoism? What is the difference between psychological and ethical egoism?

What are three objections to ethical egoism?

What is a fallacy?

What is a red herring? (In logic. Not the fish.)

What is goal-oriented reasoning?

What is the difference between a goal and a responsibility?

Give an objection to goal-oriented reasoning.

What is utilitarianism?

What are two reasons for being a utilitarian?

What are the objections to utilitarianism we gave in class?

What is deontology?

What are the three basic deontological moral categories?

What is a duty? What is a right? Be able to name a duty associated with a given right.

What is the difference between a negative and a positive right?

Be able to give some examples of negative and positive rights.

What is the basis for human rights? Give two candidates.

What is the difference between acting from duty and acting according to duty?

Know how Kant determines whether we have a particular duty.

What is Contractualism?

Be able to say what Rawls' hypothetical experiment is.

What does it mean to be in the original position?

What does it mean to be behind the veil of ignorance?

Why should we care about people who are less fortunate, according to Contractualism?

Why doesn't Contractualism lead to outcome equality?

What is virtue ethics?

How does someone acquire virtues?

Is business important for more than market forces? Why?

Know the differences between Aristotle and the Stoics.

Give examples of how someone with those virtues looks in their day-to-day operations.

Should we care about the effects of our actions?

If we should, does that make Utilitarianism true?

What are the differences between acting as an individual and directing business action?

What are the six stakeholder groups?

Know the cases from your readings that we discussed in class or in quizzes and be able to apply ethical reasoning to them.