

Introduction to Business Ethics

COMM 101

Class 3

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Chair in Business and Professional Ethics

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& The Sauder School of Business

Business School

- The business student should learn how to evaluate a business case.
- Profits are obviously important for a for-profit company—

But they are never *the only thing* that matters

Learning *when* values matter, and *how* they matter is a critical part of a successful business education.

Milton Friedman

States that the only social responsibility of business is to earn profits while following the law and basic ethical customs.

Value-Based Management

Good managers:

1. Understand what business they are in.
2. Understand the value proposition of that business.
3. Do not take advantage of vulnerable people.

In the News. . .

What business ethics cases did you blog about?

REVIEW SOME STUDENT BLOG POSTS, LIVE

Ethics Education in the Business School

- [“Can You Train Business School Students to Be Ethical?”](#)
- What do you learn from this article?
- What ideas do you have for training business school students to be ethical?
- PULSE PRESS- LIVE BLOG

Why people do wrong in business?

1. Some people know what is wrong, and just don't care.
2. People know what is wrong, but are under personal, financial, social or legal pressure to do it anyways.
3. **The most dangerous source:** people come to believe that what is wrong is right. This happens because:
 - a. People tend to adopt the values of the organizations that they are in.
 - b. People and organizations tend to adopt values that are self-serving.

Values in Business Organizations

What are the values of:

- a. Sauder?
- b. Your workplace?
- c. Your profession?
- d. The general business community?

Personal Career Business Ethics Plan

What is your personal plan for remaining ethical throughout your business career?

This is a career long endeavor

Failing to plan is planning to fail

Things you can do

1. Periodically review relevant laws and codes of ethics. (say every 3-5 years). Attend to the *spirit* and not merely the letter of these codes.
2. Engage in regular discussions about ethics with your peers and colleagues. (at least once per year).
3. Discuss your ethics with friends (clergy, etc) outside your field from time and time. This will help give you perspective on whether your values are merely self-serving.
4. Pay attention to scandals. They are frequently a warning system that we have lost touch with the right values.

Challenge to the Class of 2016

- Will you commit to ethics now?
- Can you make the hard choice of a continuous commitment?
- Are you willing to be a leader in creating a culture of ethics at Sauder and in the business community of British Columbia and Canada?
- WE CAN HELP. . .

- Take a couple of minutes to write down the key things that you've learnt in this class.

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Upcoming instructions will be posted on Vista at 7PM. (plus today's slides.)

- Assignment #1 (SWOT)– due c4
 - No hard copy; submit via VISTA : NO LATE SUBMISSIONS
- Reading preps for class 4 and video pre-view
 - Be ready for clicker Qs
- Readings for class 5 and video pre-view
 - Online self-assessment
- Tutorials.
- Teams for group assignment.