ETHS8010

Assignment 1

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**Question 1**

In the late 19th America, because of industrialization and economic expansion, high capability calculators were needed to process calculation, with the improvements in calculators capability, bookkeeping was deskilled and people of average ability and women entered the workforce to replace skilled workers and men because companies lower the cost by paying less to female employees. With the invitation of customizable and programmable microprocessors, personal computers became practical. However, the growth of the PC market in the 20th century because most people bought them for private use while businesses unwilling to purchase personal computers until productivity software available on PCs.

**Question 2**

* I don’t have enough money.

If downloaded a software, the downloader will just gain a unpaid,not-upgradeable software to use, the software seller will lose a mount of income of this copy, the developer will lose a benefit of sell out this copy, the downloader will also increase a risk of file as a crime or being hacked via using unprotect software. The total harm is more than total benefits.

* The retail price is too high. The company is gouging customers

The copyright is a kind of contract, software provider give a social contract to public, the user who agreed with the contract can use this software. Using download software infringed owner’s rights without owner’s permission.

* Since I wouldn’t have bought it anyway, the company didn’t lose a sale.

Rule: you can use software free if you don’t want to buy it.

If rule universalized, copyrighted software will not be provided because no one want to purchase it, so people have not software to use. This rule is self-defeating. So it is wrong.

* I am giving my friend the opportunity to do good deed

You attempted to deceive your friend. You treated friend as a means to an end.

End: you used software for free

Means: your friend does good deed by paying the money.

* Everyone else is doing it. Why should I be the only person to buy it when everyone else is getting it for free?

If everyone can get items for free and don’t buying it. Private property will not be exist because people can take them as their want from owners. The consequences will be very bad if everyone follow this rule.

**Question 3**

Businessman should mind his Business

**PREMISE1**:Diverting attention into social problems will make his business survival become a question

**PREMISE2:** The only business of a devoted businessman is to do his business efficiently

**CONCLUSION:** Businessman should only mind his Business

This is unsound argument, premise1 is false,it is not provable. Using rule utilitarianism the outcome of it only lead bad result because business growing with causing social problems and do hurt society.

Burden of Additional Costs

**PREMISE:** Any assumption beyond the economic necessities and legal obligations or stipulation would mean some additional costs

**CONCLUSION:** The businessman should confine his activities to his business only.

This is fallacious argument. Sometimes businessman would like to pay additional cost to gain chances to gain future benefits. And assumption beyond the legal obligations might not be costs. Using rule utilitarianism the outcome of it only lead bad result because less cooperate with society will also reduce benefits of business of future.

Lack of Competence

**PREMISE1:** The outlook of business managers is primarily economic and technological.

**PREMISE2:** They are not trained nor they do have possessed the requisite skills or resources to determine which project is socially desirable and needs support.

**CONCLUSION:** if their judgment fails, the amount spent on such projects shall become a waste.

This is sound argument. Using act utilitarianism, if don’t spend on projects may can save some money but may lost reputations and worse public image, finally cause lose more money.

Dilution of the Principal Purpose

**PREMISE1:** Improving economic productivity and maximizing profitability are the twin basic objectives of any business enterprise.

**PREMISE2:** Diversion of business interests into social actions shall amount to over looking of these two objectives.

**CONCLUSION:** Failure to fulfill this basic mission will lead to a failure of the business both in its economic and social roles.

This is unsound argument. Premise2 is false, it can also improve business profitability because business is a part of society. Using Kanitianism, all business maximizing profitability can cause business against each other, lead to contradict.

Business should not be given too Much Power

**PREMISE1:** Social action programmes should be left to the Government and other Social Welfare Organizations.

**PREMISE2:** business were given a chance to involve itself in such programmes

**CONCLUSION:** it would lead to excessive concentration of power.

This is fallacious argument. Excessive concentration of power maybe cause lack of supervision, not gain social action programmes. Using rule utilitarianism, the result will be bad because government and business against each other on social action.

Deterioration of Free Enterprise Economy

**PREMISE:** In a free enterprise economy, there can be or should be one and only social responsibility of business to use its resources and engage in only those activities which can increase the profits of the business enterprise.

**CONCLUSION:** Assumption of unrelated social responsibilities shall lead to the deterioration of the free enterprise economy.

This is unsound argument, business also should engage society profits. Using rule utilitarianism, only do business to gain enterprise profits can damage the economy profits will lead to bigger damage of business.

Lack of Accountability

**PREMISE1:** Responsibility and accountability should go together**.**

**PREMISE2:** There is no means or mechanism to ensure accountability from business to public.

**CONCLUSION:** it is meaningless to talk about responsibility to the society

This is unsound argument. Responsibility can be shared but accountability cannot shared, it is impossible to ask accountability from multiple people. Using rule utilitarianism, the result can cause no one take responsibility and huge chaos of whole society