**MG 498 Ethics Assignment for COB Learning Goals**

**Worth 15 points**

This topic is set up for the College of Business to assess our Learning Goal on Ethics. Please address these questions separately in your responses.

Below is a short fact set about the relationship between the physical environment, governmental regulation, and business. Following the fact set are discussion questions offered in three categories to help you:

1. Identify and define the dilemmas,

2. Articulate possible outcomes and consequences, and

3. Analyze and apply solutions.

**Stewards of the Environment**

Each year businesses, individuals, and governments face the impact of droughts, fires, hurricanes, tornados, and floods; all disrupting lives and the economy.  This is a good time to talk about the environment. In the US, issues of the environment and global warming arguably take a backseat to the economy and current political rhetoric and civil strife.  For several years former presidential candidate Al Gore tried to raise awareness about global warming and the roles of business, government, and industry and is currently in the news with his *An Inconvenient Truth, Sequel*. Even though 2016 and 2017 were reported to be the warmest years on record, whether he or others will have an impact in the US or abroad is yet to be fully seen.  Environmental stewardship is not without consequences (good or bad) and failure has legal, ethical, societal, financial considerations.

As other issues fade, the environment may resurface as a prime-time news issue.  How it will rank with the current presidential agenda, the economy (jobs, military funding, and federal budget), the continuing healthcare issues, conflicts in the Mideast, and other pressing topics facing the US federal government will be *interesting*. Certainly the private business sector faces pressure from both internal and external stakeholders when the banners of environmental protection and social responsibility are hoisted. The question of corporate moral responsibility for the environment can easily fade from the media spotlight until a public figure promotes the message or an environmental crisis erupts and CNN or 60 Minutes or some other news agency appears at the corporate headquarters demanding answers with cameras running.

Beyond the legislated and governmental mandates (EPA, UN Environment Programme, or the Stockholm Declaration, among others), how far should corporate responsibility for the environment extend?  For example, do trees, lakes, oceans, and animals have rights?  Why, or why not?  Could there be such a thing as a “one-level-removed-stakeholder” that would include "non-human" stakeholders?  What is the likely outcome if environmental issues continue to succumb to political rhetoric and business profit/loss statements? So what if the dozen or so residents of a South Pacific atoll are displaced due to rising sea levels or a butterfly in the Amazon rainforest goes extent due to deforestation?

Discussion Questions:

1. Definition and Framework:
   1. What is the ethical dilemmas included above?
      1. Environmental supervision
   2. What are the ethical issues and what are the legal issues?
      1. Right or wrong by person
      2. Right or wrong by law
   3. How do you define the ethical framework for addressing the ethical and legal issues?
      1. I would say the Duty-Based approach. I believe it is humans, government, and business entities duty to keep the environment sustainable for life.
2. Outcomes/Consequences:
   1. What is the impact or consequences of considering environmental implications in business decisions?
      1. Your business brand or image may be affected.
   2. Who/what are the stakeholders and what are the interests of each?
      1. Anyone or company that cares about the environment and any harm that comes to earth. They invest in keeping the environment clean and being green.
   3. What are the consequences for each stakeholder?
      1. Might not get a good return on investment can damage their brand if they don’t stick to their promise of being green.
   4. What are the possible outcomes when addressing environmental issues in business decisions?
      1. Uncertainty and the inability to control external factors. We might not be able to control climate; however, we are able to reduce the pollutions and toxins that causes environmental and climate changes. Business can also focus on moving to more available natural and renewable resources to fuel their business operations.
3. Application and Analysis:
   1. What are examples of businesses engaged in ethical conduct and unethical conduct?
      1. Dumping toxins into the water is very unethical. The 2010, Gulf oil spill, is an example of what companies shouldn’t do the environment. Some say it was accidental, however, it was preventable. A BP pipe leaked gas and oil onto the ocean floor. For something that happened nine years ago, the coral reef and oceanic ecosystem in that area is still recovering from the incident.
      2. Starbucks is at the for front of ethical business practice by their commitment sustaining sourced coffee. They make sure to give customers 100% organic coffee, by coffee for fair prices, and make sure coffee is being grown naturally and ethically as possible.
   2. What solutions are available from governmental, business/industrial, environmental, and global perspectives?
      1. Investing in newer technologies and artificial intelligence that will assist in cleaning the environment is the way to go. Reserving more forests is something humanity will benefit from, also, cleaning the ocean from pollutions. Increasing the publics knowledge of environmental safety is important.
   3. How do you determine which business decisions relating to the environment are best?
      1. Well companies should answer why does it pays to be green. Obviously, being green gives you business a positive impact for your brand and image. Also, return on investment is a decision that is related to the environment.
   4. What additional information would you need and how would you go about collecting this information?

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This is the rubric that will be used for this assignment.

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| Goal--Our graduates will have ethical awareness. Objective--Identify ethical situations and dilemmas | | | | |
| **BBA Ethics Rubric** | | | | |
| **Semester: \_\_\_\_\_\_\_** | **Course: \_\_\_\_\_\_\_\_** | **Faculty:\_\_\_\_\_\_\_\_** | **Student: \_\_\_\_\_\_\_\_** | |
|  | | **Does Not Meet Expectations** | **Meets Expectations** | **Exceeds Expectations** |
| **Definition & Framework** | |  |  |  |
| Define ethical dilemmas | | 0 | 1 | 2 |
| Distinguish between ethics and law | | 0 | 1 | 2 |
| Explain ethical frameworks | | 0 | 1 | 2 |
| **Overall Rating of Definition & Framework** | | 0 | 1 | 2 |
| **Outcomes/Consequences** | |  |  |  |
| Identify impact | | 0 | 1 | 2 |
| Identify stakeholders involved | | 0 | 1 | 2 |
| List consequences | | 0 | 1 | 2 |
| Predict possible outcomes | | 0 | 1 | 2 |
| **Overall Rating of Outcomes/Consequences** | | 0 | 1 | 2 |
| **Application** | |  |  |  |
| Compare ethical and unethical conduct | | 0 | 1 | 2 |
| Identify solutions | | 0 | 1 | 2 |
| Differentiate between alternative decisions | | 0 | 1 | 2 |
| **Overall Rating of Application** | | 0 | 1 | 2 |
| **Other** | |  |  |  |
| Articulate thought process | | 0 | 1 | 2 |
| Seek out additional information | | 0 | 1 | 2 |
| **Overall Rating of Other** | |  |  |  |
| **Overall Assessment** | |  |  |  |
| Overall ability to identify ethical situations and dilemmas | | 0 | 1 | 2 |
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