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Business Ethics

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20.) 1.1-1.4 Personal Reaction

Between the sections 1-4 in Velasquez's Business Ethics the foundation of his ideals and theories are based upon morality and ethics. Velasquez defines Ethics as the discipline that examines one’s moral standards or the moral standards of society and defines Morals as the standards that an individual or group has about what is right and wrong, or good and evil. Unlike the previous authors in the course, Velasquez applies this standards to corporations. Velasquez explains that the corporation can bypass the ethics and moral standards due to the loose sense of individual within it. As other authors has said before it’s hard to place blame on an entity that is basically a piece of paper, this on being is at fault. From personal experience I have seen corporations slip from blame of their actions. For example, there was a case years back about a 2 year old child, named Kevin Kowalcyk' who ate hamburgers, cooked from the hamburger meat provided by a meat corporation, and contracted E.Coli. The mother who wanted justice for the death of her child was sent on a wild goose chase attempting to find the person at fault. She was sent from business office to business office and from phone call to phone call as there isn’t one single person held accountable in the corporation. Until this day the mother of Kevin has not receive the justice that she deserves. With this in mine Velasquez wants to tackle issues like these that essentially happen everyday. One of the major ways the he wants to stop this slippage of faults within a corporation is to make the corporation's customers aware of hesitations. Once everyone has the same ideal about the company that effects them then they can change the corporation, thought I explain it in extreme layman terms, Velasquez describes this as Ethical Relativism. This one ideal stood out to me as Velasquez explains Ethical Relativism as

“the view that there are no ethical standards that are absolutely true and that apply or should be applied to the companies and people of all societies. Thus, the theory of ethical relativism implies that whatever the majority in our society believes about morality is automatically correct. The fundamental problem with ethical relativism is that it holds that the moral standards of a society are the only criteria by which actions in that society can be judged (Velasquez).”

Once everyone of its customers essentially stand up against the corporation and demand change, then the corporation has not choice as they are its livelihood. Thus Velasquez concludes with the same thoughts that I had in section 1.4 titled “Moral Responsibility and Blame”, where he indesticintly explains how easy it is for a single person to be held accountable for their moral duty and just like Velasquez I want corporations (a large entity) to always be held accountable for their actions the same way a single person (entity) is held accountable.