<https://youtu.be/kBdfcR-8hEY?t=1688>

Kindly listen carefully to the message—the central theme—that Prof. Michael Sandel is developing in the lecture.

We discussed intuitive reasoning as a tool for environmental scanning. Intuitive form of judgment is, of course, different from rational judgment. Intuitive reasoning, therefore, cannot be rational even if it produces good outcomes. If intuitive reasoning is rational then it might just be a coincidence.

Prof. Sandel in this video explains other two other concepts of reasoning: (a) Consequential moral reasoning (which is the basis for Utilitarianism), and (b) Categorical moral reasoning.

***Required***:

**Write a note, not exceeding 1,200 words, explaining real life business decisions where you might use (a) Consequential moral reasoning (Utilitarianism), and (b) Categorical moral reasoning. You must justify why a particular concept is appropriate for the decision to be made.**

Consequentialist

Locates morality in the consequences of an act

Categorical –

Locates morality in certain duties and right