Business Ethics

Bachelor of Business Administration WHU

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2025

Introduction

Moral

- Moral lt. moralis: concerning custom; mos, mores: custom, customs
- Moral can be understood as a system of norms
- These norms relate to human behavior
- They have a certain unconditional claim to validity

- Moral = morally good
- Immoral = morally evil, wrong, bad

- Distinguish between:
- Norms of a moral
- Social norms
- Legal norms

Reference: Hübner (2014)

Example: Descriptive Ethics

"How selfish soever man may be supposed, there are evidently some principles in his nature, which interest him in the fortune of others, and render their happiness necessary to him, though he derives nothing from it except the pleasure of seeing it. Of this kind is pity or compassion, the emotion which we feel for the misery of others, when we either see it, or are made to conceive it in a very lively manner. That we often derive sorrow from the sorrow of others, is a matter of fact too obvious to require any instances to prove it; for this sentiment, like all the other original passions of human nature, is by no means confined to the virtuous and humane, though they perhaps may feel it with the most exquisite sensibility. The greatest ruffian, the most hardened violator of the laws of society, is not altogether without it." — Adam Smith (1723-1790)

Test

Definition: Moral

A system of norms relating to human behavior, claiming universal validity.

Title

here comes the textr

Introduction

Introduction to Business Ethics

Introduction

Procedural Details

About me

WHU
Otto Beisheim School of Management

Education
- University Bonn (Dipl.)
- University of Cologne (PhD)
- Joined WHU in 2016
- Full Professor of Behavioral Economics since 2025

Teaching Experience
- Bachelor, Master, and MBA level

Research Interest
- Behavioral and Experimental Economics
- Interaction of Humans and Machines (AI)
- Incentives and Ethical Behavior

Date	Session	Topic
Sep 5	1	Introduction to Business Ethics
Sep 12	2	Ethical Theories and Frameworks
Sep 19	3	Behavioral Ethics: Why Good People Do Bad Things
Sep 26	4	Ethics in Corporate Decision-Making
Oct 3	5	Fairness, Justice, and Moral Intuition
Oct 10	6	Case Study Discussion and Wrap-Up
Oct 17		**Final Exam**

Lecture Materials

- All materials (slides, readings, cases, and additional resources) are available on the course GitHub repository:

    github.com/rrilke/BusinessEthics-WHU

- Please check the repository regularly — it is the central source for everything.
- **Readings are essential:**
    - **Required readings** must be read *before class*.
    - They are fundamental to understanding the course content and performing well in the final exam.
- **Optional readings** are for those who want to dig deeper — or outperform everyone else.
- I expect thoughtful and active engagement with the texts. They are not decorative.

Final Exam

- **Duration:** 90 minutes
- **Total points:** 100
- **Format:**
  - Multiple-choice questions
  - Case study-based analysis
  - Open-ended questions on key concepts discussed in class
- **Scope:** All lecture content and required readings
- **Grading:** According to the official WHU grading scale
- **Focus:** Apply what you've learned — not just reproduce it
  - You will be asked to transfer concepts to unfamiliar, real-world scenarios

Tip: Understanding and flexible thinking matter more than memorization.

ChatGPT Exam Question Challenge

- **Optional bonus assignment:** earn up to **10 extra points**
- Submit **5 self-generated exam-style questions** created using ChatGPT
  - Varying difficulty: at least one basic, others more advanced
  - Include different course topics and formats (MC or open-ended)
  - Each question must include a **model answer**
- Submit detailed documentation for each question:
  - Prompt(s) used with ChatGPT
  - ChatGPT's raw output
  - Short reflection on the process (2–4 sentences)
- **Format:** PDF or Markdown file, named Lastname_Firstname_BonusQuestions.pdf
- **Deadline:** *[Insert Date]*

  A chance to deepen your understanding and critically explore generative AI in learning.

Ethical Theories

Ethical Theories

Utilitarianism

Ethical Theories

Deontology

Ethical Theories

Virtue Ethics

Behavioral Ethics

Corporate Responsibility & Sustainability

Marketing, Accounting & Transparency

Finance, Incentives & Corruption