**Objectives: Week 3**

Define ethics

Review the standards for ethics

Understand the importance of ethics

Recognize ethical dilemmas

Apply ethical models

Identify rationalizations

**Week 3: Ethics**

Definition

Standards for Ethics

Positive Law

Natural Law

Moral Relativism

Stakeholders

Importance of Ethics

Trust

Financial Performance

Reputation

Avoid Regulation

Ethical Dilemmas

Integrity and Truthfulness

Promise Keeping

Loyalty

Fairness

Doing No Harm

Confidentiality

Ethical Models

Blanchard and Peale

The Front-Page-of-the-Newspaper

Laura Nash

Wall Street Journal

Rationalizations