11.6 Ethical reasoning in business

Name: _____ Class: _____ Date: _____ **Total: 14 marks**

KEY WORDS stakeholder • deontology

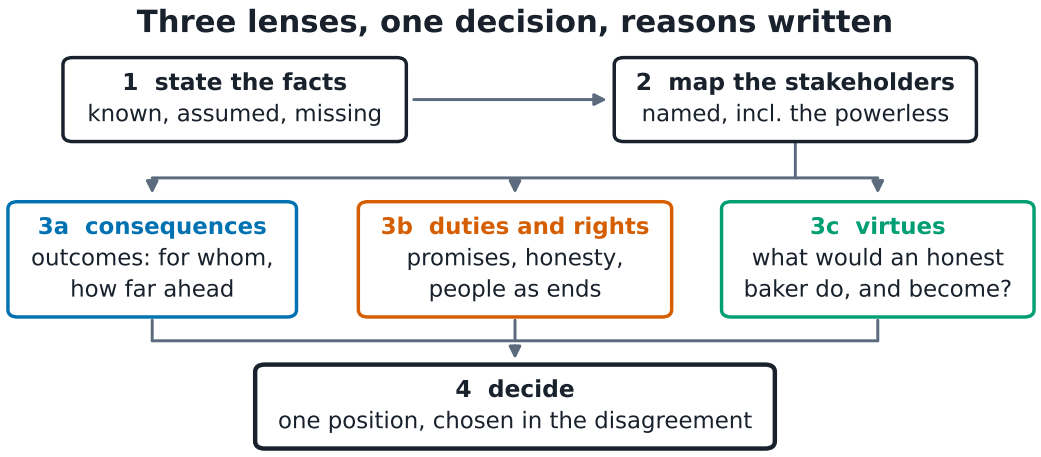
Objective

Run the decision tree, use the three lenses honestly, and defend a claim with a number and a boundary.

1 Key knowledge and worked examples

The tree

Facts, stakeholders (named), the three lenses - consequences, duties, virtues - then a decision with written reasons and a review date. A defensible claim carries a number, a boundary, a date, a method.



Three lenses, one decision, reasons written

Worked example. The neutral bun

The word says zero, the measurement says 156 g. The tree ends at the reduced claim: 156 g cradle-to-gate, week-41 audit, boundary stated ✓.

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2 Practice

2.1 Match the lens: outcomes for all affected; a promise kept whatever the outcome; the character the act builds. [4]

2.2 Your measured footprint is 210 g a unit cradle-to-gate. Draft the honest claim a competitor could check. [4]

2.3 A supplier saves you 4,800 a year but audits show gang-labour rates below a living wage. A wage clause costs 400 of the saving. The percentage cost, and the decision through the tree. [3]

2.4 Two lenses disagree on a case you know. What does the disagreement mean for the decision? [3]

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Solutions

2.1

- Consequentialism: outcomes for all affected, weighed.
- Deontology: duties and rights, outcome-insensitive; virtue ethics: the character built.

2.2

- The four parts: the number (210 g), the boundary (cradle-to-gate), the date/method (named audit), nothing the measurement contradicts.
- "Neutral" or "net zero" without the number fails the tree.

2.3

- $400/4{,}800 = 8.3\%$ of the saving.
- The tree: crew named, duties engaged - take the clause; 8.3% is the price of a truthful claim.

2.4

- The disagreement is where the reasoning happens: state both, decide, write the reasons, set the review date.