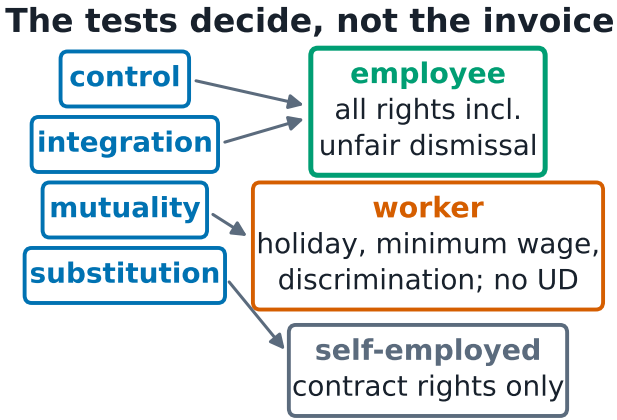
Exercise walk-through

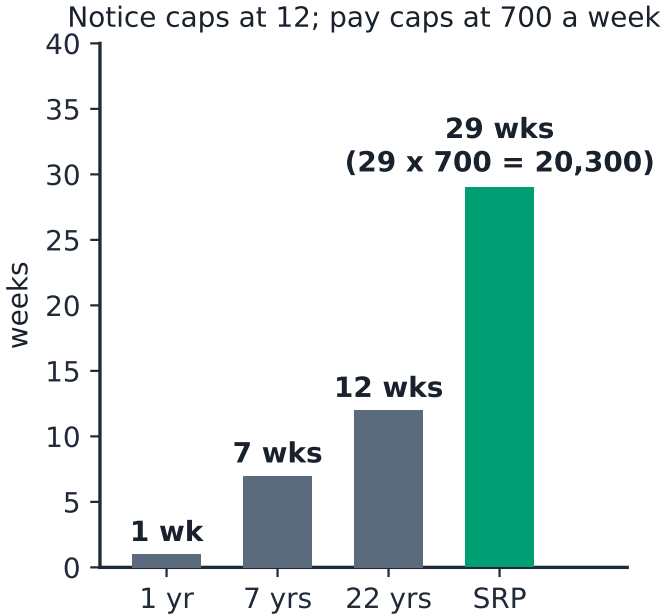
11.6
Ethical reasoning in business

University Business

Employment: the tests decide, then the arithmetic

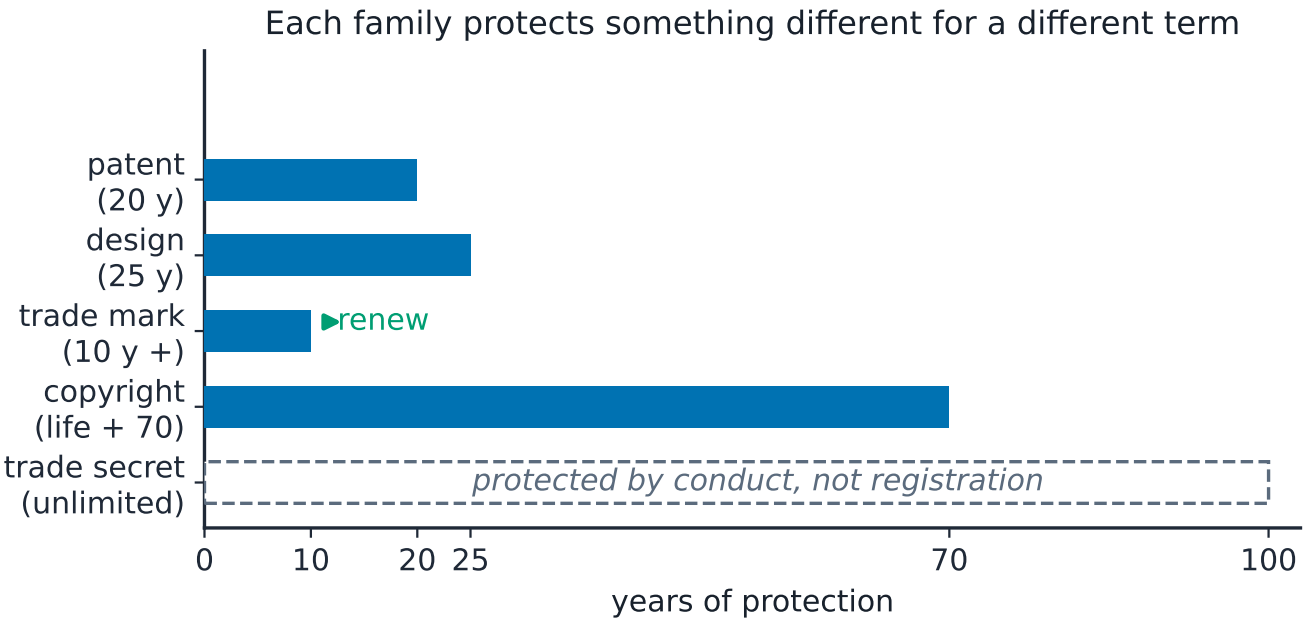


Autoclenz [2011] UKSC 41:
real terms beat written pretence



Real terms decide status; redundancy pay is 29 weeks at 700.

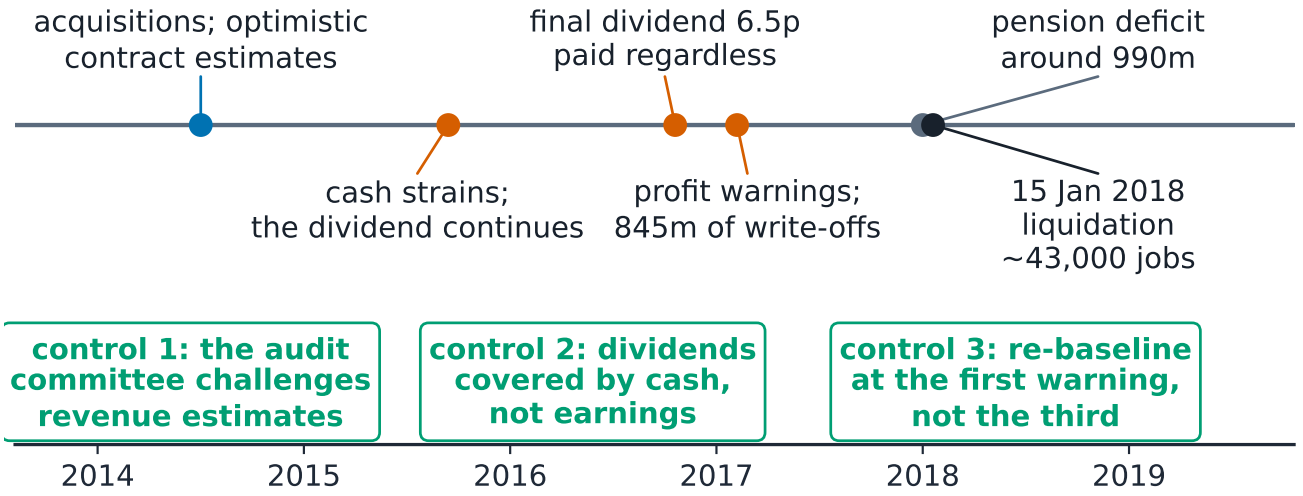
Intellectual property and data: the map, then the move



Patent 20 years, design 25, **trade mark** renewable, **copyright** life + 70.

Governance cases: read the controls, not the villain

Carillion: the timeline reads as missing controls, not bad luck



Carillion fell in January 2018: three controls that were missing.

Exercises 2.1·2.2

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]

Exercises 2.1·2.2

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

2.1

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

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

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.

Exercises 2.3·2.4

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]

Exercises 2.3·2.4

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]

2.3

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

2.4

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