

Importance of business ethics assignment

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This paper discusses the differences between virtue theory, utilitarianism, and deontological ethics. It will include the different way each theory addresses morality and ethics, and personal experiences that explain the relationship between virtue, values and moral concepts relating to the three theories. Ethic Essay The different theories of ethics; virtue ethics, utilitarianism, and deontological ethics seem very similar, but are in fact very different from one another.

Each of these theories is based on a different reasoning behind the decision asking process, when making an ethic choice. Virtue ethics, or agent-based ethics, are those that create their morals around the principles of becoming good. People who practice virtue ethics are considered realists, whereas the other ethical theories are considered less so . They strive for excellence by pursuing moderation. People are considered virtuous when they are neither deficient, nor are they excessive. I think virtue ethics are unique, because that focus on the middle point.

It seems that people who practice virtue ethics believe that good is good enough, and that there is such a thing as too much f a good thing. I like to relate this to body consciousness. People who believe in virtue ethics, will also believe in eating healthy and exercising regularly. They will not be body builders, who strive to be bigger and better than the next person. They will also know that being lazy and/or over weight is not appropriate either. Utilitarianism is very different from virtue ethics. Virtue ethics seems to be defined as more of an individual or group striving to be good.

Utilitarianism focuses on what is right for the group, be it religion group, community, or family. If an action unifies the group, it is then considered moral. For example, a church bake sale to raise money for the homeless. This activity brings the group together, and benefits each individual by giving them a sense of accomplishment, unity, and humble joy that comes when helping the less fortunate. Deontology is a moral theory based on human nature. A person's duty is based upon principle. I hear this word used a lot, principle. You may often hear people make the argument " It is the principle of the thing. When an individual argues that his waitress does not serve a tip, because his coffee cup was empty for more than a minute. It's the principle Of the thing. " I think in this case it is an example Of making an excuse for an immoral act. However, if the person was to leave an extra-large tip, say \$5 on a \$12 meal ticket. They may say something like, " The waitress took my plate of food back after I told her it was not right. She kept my drink glass full, and did everything in her power to make me feel warm and welcome. It's the principle of the thing. " In that example the individual uses human reasoning to constitute their actions.

This makes Deontology very different from both virtue ethics and Utilitarianism. The individual who practices this theory reasons through their moral decisions and makes a moral choice based on reason or nature. People are not bound to just one theory, and often use one or more of these theories to make moral decisions. They each have their strengths and their weaknesses and each have their appropriate situations. I think that despite their differences, neither theory is better than the other, nor would I say that

I personally use one more than the other. Instead, I would think of them as moral decision making tools.