

Ethic case study

Business



This case by using the moral theories to analysis the moral Issues and solve the ethical dilemma. Because Andes wrong business decision, that he doesn't know how to continue and what to do now.

First question is about his moral dilemma and the moral issues through the whole case, Andy did not break any laws in this case, and he should take social responsibility to care about his stakeholders, not only for his own profits.

Question 2 is discussing the employer's ethical manner based on different ethical theories, framework and CARS methods, this essay is mainly using the horses on Cant's duty ethics and the consequentiality, the stakeholder and share holder view and different hybrid ethical theories to probe into an employer's Ethical behavior and standards.

Question 3 is to state my opinion that I consider stopping using the current cups to protect consumers' safety, and the argument on why I use this way to solve it based on the Cant's duty ethics and the Davis 5 models, also analysis the different approaches for the moral business responsibility like the contract approach with suppliers and the product safety responsibility to support my mints and considerations, and provide my one best solution to this business.

Question 1: What is the ethical dilemma described in this case? Have any laws been broken? Consider this from the perspective of the various stakeholders involved. What are the ethical issues involved? (proxy.

400 words) * Firstly the ethical dilemma means when business person running a business if it does not front of the law, the businessmen must make right and necessary decisions when the predicament happened related to the ethical Issues and the corporate Interest.

In other words. An ethical dilemma is any situation in which guiding moral principles must make sure which course of action is right or wrong.

Secondly, in this case Andy confused now on how to continue. If he chose change hot coffee cups and the lids supplier into the original one before he had improved the internet in the house, the right thing is it reduced his customers are injured in the future. It is ethical.

However, the problem is he broke the contract with the suppliers currently, Andy had to face compensate. And when he restored to the original he has spending more on the cost and pay more for the Internet wireless, and thousands of cups and Lids in his torero must be wasted. Although Andy's action is ethical, he has suffered financially since his fall from grace. On the other hand, if Andy doesn't want to lose profit without changing everything, he is worry about the contract with the current suppliers.

In following days, the emergency things like Nancy will keep happening; meanwhile Andy will lose the trust for some regular customers; he will pay more on customers' loss and solely on the judicial procedure, in this case all the behaviors did not break the laws, however in this case there are some moral issues involved: Andy did not observe the corporation social responsibility (ISRC the CARS also can understand like the Stakeholders'

view by Keith Davis that business has additional responsibilities and a social purpose.

The consumers, the suppliers are all Andy stakeholders.

Andy installed the Internet in his shop is good, he wanted to save more money to cut the costing by changing a low quality coffee cup and did not care cups company it broke the business moral responsibilities, the company should give safety the priority warranted by the product. In this case the lies cause customers got urine, it is not ethic. As the new suppliers do a contract with Andy coffee house, on contract must have the quality assurance, nevertheless in this case, Andy and the new supplier did not notice this point.

Business has a responsibility to consumers owing to this dependence.

Manufacturers would make products as safe as possible if they were held liable for all damage caused by those products.

Question 2: Explore whether the employer has been acting in an ethical manner based on the different ethical frameworks and principles studied (pure theories, hybrid theories, CARS approaches) (proxy. 00 words) When an employer has been acting based on Consequentiality theories * The consequentiality theories are the result of action of taking should guide someone's behavior.

Advocating a conduct right or wrong all depends on the result of this behavior, this is a choice attitude towards effectiveness's and opportunities for choice and attaches importance to outcomes rather than opportunities

for choice. In this case, the employer Andy he needs to make a right decision if he decided to give up these thousands of cups and return to the original type to reduce the unsafe event happen again. This action will cause directly that Andy will break the contract with the new supplier; he has to face to make compensation, waste money, pay more than before.

This is not ethical.

Non-consequential (Domain G & Stephen C 2007, p. 12) * Cant's duty ethic: The most famous non-consequentiality theories are put forward by the great German philosopher Emmanuel Kant (1742? 1840). Cant's view was that the morality is a matter of doing one's duty, regardless of result, and duty itself is determined not by reference to consequence, but reference to consistency and the requirements of rationality. In this case the employer Andy should not use the new supplier's coffee cups and lids, because it will injure customers, injure customer originally is a wrong action, it is very dangerous, so Andy can't use them anymore.

Based on Cant's duty ethic * Good will : Kant held that everyone knows the difference between doing what one wants (preference satisfaction) and doing that which one is morally obligated (duty).

Employers Spring form respect for moral law or respect will, as always adhere to the moral law, even if it does not get good results outside of the moral, it is also a ethic behavior. The categorical imperative: act so that you treat humanity, whether in your own person or in that of another, always as an end and never as a means only. Milkier L 1999) Hybrid theories * Ruggeri: "Obligation, Ideal. Effect": by means of emphasizing factors that are <https://assignbuster.com/ethic-case-study/>

relevant to miscellaneous theories that combine the consequentiality and non-consequentiality together, researcher can find some common points on employers and businessmen on making decisions. The most common ground is the obligation, this is a certain duty for employers, in the business environment, obligation is the Asia rule and moral to respect people's rights and context human relationships, restrain employers do or not to do.

Second is ideal, Ideas means business/ approaches.

The third common point is effect, effect is to see the consequences and results to see if employers do the right action or wrong action. When employers want to test their action if it is ethical or not, the basic thing they should identify these 3 elements first, then decide which to be necessary, if the 3 points have conflicted, they have to consider the strongest one first and find the balance. * Solomon: "The 3 Co's of business": the sac's that raised by Robert C Solomon, means compliance, contribution and Consequences.

Employers act in an ethic manner need compliance with rules. Laws, moral principles and overall fairness. In this case Andy should follow on the moral principles and law to protect his stakeholders' safety.

Through the value and quality product and service to contribute to society. Consequences those being internal or external. (Shaw, B ; Sandburs 2009) CARS The employer's manner based on the corporate responsibilities that are following two types: (Kenneth Godparent 1991 p. 1) * Narrow view: it also called shareholder's IEEE; the view of shareholders is produced by Milton Friedman (1912 – 2006), through the narrow view, Friedman think a <https://assignbuster.com/ethic-case-study/>

company and employers should focus on the profit minimization, no need to take care about the social responsibility. In Andy case, he should protect his own profit and make them more, still saving costs. * Broad view: broad view is named stakeholders view, too.

It is corporate social responsibility. Business has additional responsibilities and social purposes.

A socially responsible company is one that can accept the result of its actions, at the same time be duties for its employees and external society. Based on one of the 'Davis 5 model': the social costs related each activity, product or service shall be passed on to the customer. Employer as a leader of the business should be active to related to their stakeholders, Andy should first change the suppliers of his coffee cups and for his customer Nancy, he should take responsibility for her for medical fee, trade with the new suppliers about the cups quality and the contract.

Question 3 Based on the above considerations, how would you handle the situation if you were the manager? State and support your academic position of what you would do in his/her place. If I was the manager, my solution would not base on the consequentiality theories and the narrow view. These two ethnic theories are all right, but to use in this case is not reasonable. To refurbish the wireless internet is a good idea, as I am a manager I will not stop to do it, the purpose is to keep more customers for coffee and give the guests a good environment and encourage them buy more coffee.

My decision is to change the cups and lids Andy used now, told other customers to be careful when they pick up their coffee (although already changed cups), as a manager I must protect my customers rights and safety.

For the low quality cups still keep the contract with currently suppliers. The reason for stop using the current cups by following items: firstly in this essay mentioned before on Cant's duty ethics, a business let the customers injured is a wrong action, it opposite cheat, be fair with the stakeholders (customers), do no evil, prevent evil, remove evil and do well. William F 1973 pop) Secondly, customers are our business stakeholders; stakeholders do hold the power of life and death over an organization (Dennis Pratt 1994, p. 85) According to the CARS and Davis stakeholder view, the business should adhere to the obligation to take action that protects and improves the welfare of society as well as the organization. What our coffee house business for? (Handy C 2002) The coffee house is an organization with purpose, it is a kind of community that not be owned.

The business not only to promote their guests to their stake holders to make a profit, but also have the additional social response, like in this case as a manager when my stakeholder is injured by my company It's my responsibility to solve the problem that already happened and find the way to fix it.

CARS involves ethics in all attitudes of organizations and their relations to their several stakeholders – employees, consumers and the community. It must be translated into concrete action when it is time to choose products, manufacturing processes, and human resources policies.

Meanwhile, based on Davis stake holder view the social costs related to each activity, product or service shall be passed on to the customer. Thirdly, for the contract with our business's suppliers, this cup company want to contact with our coffee house, it must make sure the product safety, in this situation anger will read the contract carefully again, and try to consult with that new supplier about the current situation due to product safety is the key term of the contract.

Because the supplier as one of the manufacturers would make products as safe as possible if they were held liable for all damage caused by those products.

Manufacturer has responsibility for purchasers' (coffee house) failure to richly check out all aspects of the product. When the consumers pick up their coffees, the employee should remind guests be careful with the cup. Also, I should be more careful for my next supplier's contract rules especially pay attention to the introduction of the product. Finally, there is left one more point need to be solved.

As the coffee shop change a high quality cup, the consumer's safety are in guaranteed, what about the cost? As Andy knows the fee for the internet is highly expensive. I decide during the summer time, or the weather is truly hot days I choose to use the new supplier's cup to contain the ice coffee and make the milks temperature lower to reduce the 'accidence' happened.

The coffee house should be included creating economic value in a way that also creates value for society and stakeholders by addressing its needs and challenge.

<https://assignbuster.com/ethic-case-study/>

Because our hot coffee make the regular guest get level-one burned as the hot coffee manufacturers would make products as safe as possible if held liable for all damage caused by those products. To make an apology to Nancy is not enough, the coffee house should take responsibility and obligation to look after the consumer, and pay for medical treatment.