Chapter One Essays

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**Essay 1**

**Discuss the notion of the “crisis in business ethics” from the standpoint of: a) the evidence available to support the existence of the crisis; and b) the evidence available that refutes the existence of the crisis. The evidence cited can come from historic or current news related press.**

**Introduction**

The wide-ranging idea of business ethics is closely associated with various ideologies. A comprehensive understanding of the business situation is necessary to successfully deals with the existence of a crisis that appears under the spectrum of business ethics. It is noteworthy to mention that there is a number of practical corporate examples that illustrate the prevalence of ethical crisis. The notion of ethical crisis is characterized as the situation that makes it essential for the individual or organization to select one prospect from different available alternatives (Poulton, 2005) This decision needs to be established by explicitly differentiating domains of right (ethical) and wrong (unethical). Additionally, the identification of the prevalence of ethical concern is difficult scenario that requires active concentration. This paper focuses to critically examine the notion of crisis in business ethics with the provision of related evidence.

**Discussion**

The broader perspective of business ethics can be observed in the case of different organizational concerns. In other words, the possible hazard of lack of workplace integrity is categorized as a prominent spectrum of the ethical crisis that appears for the business organization. The issue of ethical misconduct in the case of the workforce appeared in different practical forms such as abusive attitude, conflict of interest, deceitful behavior towards stakeholders, the inappropriate establishment of organizational standards, etc. The existence of an ethical crisis can be observed considering the business company of Coca-Cola that has been accused of different forms of unethical behavior. The appearance of these ethical crises eventually questions the fundamental responsibility of the company. The supporting evidence in this context provides the basic idea about the clear violation of ethical standards by the company mainly in the form of racial discrimination in case of workers. The company faced a lawsuit in 1991 on the allegation of racial discrimination by African workers (Kaptein, 2017). The existence of an ethical crisis in the scenario of Coca-Cola is completely disproved through the specific evidence that indicates that the organization adopted different measures of corporate social responsibility to consider the needs of all stakeholders.

**Conclusion**

To conclude the discussion on the approach of crisis in business ethics, it is vital to apprehend that forming decisions of right and wrong business situations is a complex scenario. A proper application of the company’s code of conduct is an essential condition to propose better solutions for this critical issue. The concern of misconduct needs to be addressed properly under the foundation of business ethics.

**Essay 2**

**Pick one of the companies listed on the table entitled “CR’s Best Corporate Citizens” and report on one or more of the philanthropic endeavors taken on by that company.**

**Introduction**

Today, it is recognized as one of the necessary conditions for business organizations to follow the principles of corporate social responsibility. The central objective of this form of consideration is to help the environment with the practical actions of welfare established by a different business corporation. A number of business companies defined their position as strong supporter of the corporate responsibility by adopting various forms of philanthropic endeavors for the betterment of society (Jamali, 2007). This paper focuses to consider the company of Microsoft Corporation to critically examine its charitable activities for the community.

**Discussion**

Microsoft Corporation established its business position as a successful multinational technology company by providing different forms of technological services to potential customers. The significance of this organization can also be observed by considering its active role as one of the most influential philanthropic companies operating globally. The strong position of Microsoft Corporation can be witnessed by examining a number of practical steps established by its management. This organization delivered a huge amount of money in different scenarios to provide financial aid to the less-privileged people and communities. The donations by workers of Microsoft Corporation in 2016 is one significant example to define the company’s role as one of the major charitable organizations (RuperNeate, 2017). It is observed that Microsoft donated more than $650 million to different non-profit organizations operating for the betterment of humanity. The company’s donation of worth $ 1 billion in cloud service to non-profit organizations is another big example of a philanthropist approach adopted by the organization.

**Conclusion**

To conclude the philanthropist role of Microsoft Corporation, it is imperative to consider the positive impact this organization delivers in society. The central focus of the higher management of this company is to uplift the young generation by expanding working opportunities for them. Microsoft Corporation is keen to solve various challenges at global level in order to meet their corporate responsibility.

**Essay 3**

**Starbucks’ Venti Social Responsibility and Brand Strength (Textbook Case)**

**Introduction**

The coffee company of Starbucks Corporation is recognized as one of the prominent ethical organizations that is keen to adopt ethical conduct religiously. It is noteworthy to mention that the scenario of business ethics is seriously considered by Starbucks in case of different operations and product delivery to customers. Here, the focus is to critically evaluate the approach of Starbucks regarding the prospects of social responsibility and overall brand strength.

**Discussion**

A comprehensive analysis of the ethical domain of Starbucks helps to figure out that the management of this company is a massive concern when it comes to consideration of social responsibility. The overall corporate strategy followed by the organization is linked with the spectrum of social responsibility. This company makes conscious efforts to successfully obtain the objectives of business ethics. The major reason for the company’s concern towards social responsibility is that the failure of business ethics can negatively influence different monetary and non-monetary rewards in case of the company’s position (Michelli, 2006). Moreover, Starbucks can be ranked as a unique organization when it comes to the provision of a high level of benefits to the employees. Different activities by the company clearly indicate that Starbucks deals with its workers differently as employees are called partners considering the overall business approach adopted by Starbucks. The broad approach of ethical and socially responsible activities greatly utilized by Starbucks to obtain the goal of rapid growth and sustainability (Morais et al., 2014). The approach of business ethics is utilized by the company for the successful spectrum of marketing.

**Conclusion**

To conclude the discussion on the social responsibility scenario of Starbucks, it is important to apprehend the different practices of business ethics that are successfully applied by the company. The adoption of ethical conduct made it possible for Starbucks to establish its position as an ethically feasible business operating in a competitive market. The features of integrity and transparency closely associated with Starbucks’s business that eventually defines its position as an ethical company.

**Essay 4**

**A Growing Controversy (Textbook Case)**

**Introduction**

The strong implications of ethical concerns can be witnessed in the case of different forms of business organizations. In other words, the broad prospect of business ethics is applicable in various domains of organizational settings (Ferrell & Fraedrich, 2016). The Monsanto Company is recognized as a well-known organization that operates under the spectrum of agrochemical and agricultural biotechnology paradigms. This paper focuses to critically examine the ethical position adopted by Monsanto to successfully meet ethical standards.

**Discussion**

The ethical position of Monsanto Corporation can better apprehend by evaluating its approach of ethical culture in the scenario of dealing with different stakeholders. It is observed that the company of Monsanto is keen to successfully adopt the perspective of balance stakeholder interests. Regardless of the existence of different issues on the operating level, this company established an ethical culture to consider the interests of all its shareholders. The entire range of business activities is closely monitored by stakeholders that enhance the overall transparency of Monsanto. A comparison of potential benefits and concerns in the case of GM seeds for corps is the necessary condition to determine a company’s active role. The major benefits in this context are recognized as enhanced crop yields and increased form of profit. On the other hand, the central concern in this spectrum is identified as growing contractual issues for the organization. It is important for the company to follow the balance business domain to successfully minimize the risk of negative domains. It is imperative for Monsanto to adopt some significant practical measures to successfully deals with the growing controversy of Roundup Ready products (Krimsky & Gillam, 2018). It is suggested for the company to potentially change its advertising approach to successfully eradicate the risk of misleading approach towards the product.

**Conclusion**

In final remarks, it is significant to indicate that the company of Monsanto needs to reexamine its marketing perspective to align product suitability and stakeholders’ perceptions. The misconceptions about the product need to be justified by adopting a comprehensive business roadmap according to the market’s requirements.

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