Project 2

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**SWOT Analysis**

**Strengths or advantages of US Army**

Energy and other mineral resources. Power lines. Explored and developed deposits. Neighborhood with friendly or allied states. US army personals are confident powerful, highly skilled, brave, intelligent and equipped with latest technology.

**Weaknesses**

Remoteness from sea routes. Lack of a large consumer market. Unfavorable climate. Stratification of the population by income. And away from family and friends.

**Opportunities**

The opportunity to become part of the large consumer market. Specialization and cooperation within this market. They can start career fast and become a member of largest organization. They have lots of opportunities to learn and grow. They gain respect and have better chances of various future opportunities

**Threats**

Political and international risks. Possible shortages. War, terrorism death and injuries can be threat for US Army.

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| **Strength**  Powerful  confident  Equipped with latest technology  Skillful  Brave  War tactics  Ready to serve anytime | **Weaknesses**  Remoteness from sea routes.  Lack of a large consumer market. Unfavorable climate.  Stratification of the population by income  Family and friends |
| **Opportunities**  To get start career fast  Member of largest organization  Opportunities to learn  Prospects of growth  Respectful  chances of various future opportunities | **Treats**  Death and injury  War  Terrorism  Political and international risk |

**Ethical Implications of Pursuing a Social Responsibility Program**

Corporate social responsibility includes: the responsibility of the company for its own staff, such as health and safety at work, training and equality between men and women. As supply chains expand, it is also increasingly important to take account of indirect responsibilities, such as working conditions, human rights, freedom of association and the use of child labor and forced labor (Bredeson & Goree, 2012). for example. When reporting on social responsibility, we report on workplace practices, the realization of human rights, the impact of the company on the community, interaction with social actors and product liability. The type of business that the company conducts affects how things are reported. Personnel is an important asset in all companies, so reporting on HR management applies to all companies. In turn, reporting on supply chain responsibility applies to companies supplying goods. Social impact reporting, on the other hand, concerns more large companies.

The place of the army in the life of a modern state. Military ethics as a set of rules and customs, codified statutory rules for the relationship between officers and subordinates. Nurturing and educating cadres of the nation passing through the army.

**Armed forces of the USA**

The US Armed Forces are an integral element of statehood, a military organization that forms the basis of the country's defense. Military duty and military service of citizens. Counteraction to internal sources of military threats. The history of the army. The focus is on dealing with ethical principles. First in the presentation of an institutional and a functional ethics, then in the elaboration of important for the consideration of soldier values.

**Modern warfare**

Military doctrine of the USA on the sources of military danger. Features of armed struggle in modern conditions, types of weapons to combat the enemy. Definition of the basic principles of ensuring national security of the country. While social responsibility is a form of concern for an entity in the community and surrounding environment where it is located. The term environment encompasses consumers, suppliers , employees, creditors, the environment, the community, the community and so on. So corporate social responsibility is part of business ethics. (Elssner, Janke& Oesterle, 2016).

It is not easy to react against war or terrorism as a solider ,ethically a person can but not a solider. In carrying out its operations, army must also pay attention to ethics and social responsibility. The Army is founded in a social environment because it is not only seen in terms of profits but also in its actions and social concerns. Companies that do not have business ethics and social responsibility may be profitable in the short term but in the long run will harm the company itself. Therefore business ethics and corporate social responsibility are now an important issue in the US Army. As already mentioned, a company in making decisions for the benefit of its business must pay attention to ethics and social responsibility. (Gawlik-kobylińska, 2018).

In order to relativize the impression of a contradiction between the two terms military and ethics, some thoughts on the meaning, but also the need for a summary of a fixed concept follow. The specification of the general ethics in a subcategory pursues a specific purpose, as it can also be subordinated to the peace ethics. Nevertheless, the term of peace ethics is undisputed, as it seems to have broader support through its focus on peace. In contrast, military ethics, at first sight, is a manifestation of the ethical that leads its goal ad absurdum. However, there is a correlation between the two subcategories in that peace ethics, as part of applied ethics, can provide opportunities for preserving and maintaining peace.

On the other hand, military ethics on the one hand open up a perspective, in this case that of the military, and on the other hand, freedom can be created in which space is provided for the actions of an army and above all of its soldiers (Jacobs, 2014). To prevent a false interpretation of this claim directly, the restriction should be made that military ethics is not an objective legitimation of military action, but a subjective reflection, which is embedded in their own values ​​and a corresponding perspective. Rather, military ethics can be seen as a multiplier of personal responsibility and decision-making ability, which presupposes the formation of moral ideas in the individual. It follows that the existence of a military ethics does not exclude the maturity and responsibility of the individual, but rather requires it.

References

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