Business Ethics

Assignment 1: Not All Companies Are Viewed as Equal
Due Week 4 and worth 175 points

In the land of free trade, the public does not view all industries as equal. Do you believe that is ethical? Do you believe that some industries are unfairly targeted? Should it be consumers' choice to partake in products that are not healthy for them, or do those companies have an ethical obligation to protect people? In this assignment, you will choose one (1) industry to write about. Possible industries to research could be ~~tobacco~~, ~~soda~~, alcohol, ~~casinos~~, or ~~candy~~ companies, just to name a few.

Write a one and a half to two (1½ - 2) page paper in which you:

1. Become an advocate for either the consumer or the industry. Prepare an argument explaining the major reasons why you support either the consumer or the industry.
2. Explain the role capitalism plays in corporate decision making.
3. Discuss if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Justify your response.
4. Use at least two (2) quality references. **Note**: Wikipedia and similar Websites do not qualify as academic resources.
5. Format your assignment according to the following formatting requirements:
   a. Typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides.
   b. Include a cover page containing the title of the assignment, your name, your professor's name, the course title, and the date. The cover page is not included in the required page length.
   c. Include a reference page. Citations and references must follow APA format. The reference page is not included in the required page length.

The specific course learning outcomes associated with this assignment are:

- Determine the considerations for and process of ethical business decision making to balance corporate and social responsibilities, and address moral, economic, and legal concerns.
- Analyze selected business situations using the predominant ethical theories, such as utilitarian, Kantian, and virtue ethics to guide ethical business decision making.
- Use technology and information resources to research issues in business ethics.
- Write clearly and concisely about business ethics using proper writing mechanics.

Click here to view the grading rubric.

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

Points: 175	Assignment 1: Not All Companies Are Viewed as Equal				
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Prepare an argument explaining the major reasons why you support either the consumer or the industry. Weight: 35%	Did not submit or incompletely prepared an argument explaining the major reasons why you support either the consumer or the industry.	Insufficiently prepared an argument explaining the major reasons why you support either the consumer or the industry.	Partially prepared an argument explaining the major reasons why you support either the consumer or the industry.	Satisfactorily prepared an argument explaining the major reasons why you support either the consumer or the industry.	Thoroughly prepared an argument explaining the major reasons why you support either the consumer or the industry.
2. Explain the role capitalism plays in corporate decision making. Weight 20%	Did not submit or incompletely explained the role capitalism plays in corporate decision making.	Insufficiently explained the role capitalism plays in corporate decision making.	Partially explained the role capitalism plays in corporate decision making.	Satisfactorily explained the role capitalism plays in corporate decision making.	Thoroughly explained the role capitalism plays in corporate decision making.
3. Discuss if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Justify your response. Weight 20%	Did not submit or incompletely discussed if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Did not submit or incompletely justified your response.	Insufficiently discussed if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Insufficiently justified your response.	Partially discussed if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Partially justified your response.	Satisfactorily discussed if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Satisfactorily justified your response.	Thoroughly discussed if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Thoroughly justified your response.
4. 2 references Weight: 10%	No references provided	Does not meet the required number of references; all references poor quality choices.	Does not meet the required number of references; some references poor quality choices.	Meets number of required references; some references high-quality choices.	Meets number of required references; all references high-quality choices.
5. Clarity, writing mechanics, and formatting requirements Weight: 15%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present