Modern Business Ethics 1st edition Corbin Test Bank

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Chapter 1: Introducing business ethics

1. The term ‘business ethics’ is sometimes called an oxymoron because
a. Ethics and profits always go hand in hand
b. It combines two concepts perceived as contradictory
c. Businesses operate exclusively for social good
d. Ethics is rarely discussed in business
Ans: B

2. According to common cynicism, why do businesses act ethically?
a. To enhance their public image
b. To avoid legal trouble
c. Due to personal values of managers
d. Only if it increases profits
Ans: D

3. Which of the following statements best reflects the sceptical view (addressed early in the chapter)?
a. Business ethics is only relevant to managers
b. Companies always follow the law
c. Businesses only act ethically if forced to do so
d. Profit and ethics are synonymous
Ans: C

4. Early discussions about business conduct can be traced back to:
a. Ancient civilisations

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b. Modern economics

c. Digital technology

d. Industrial management

Ans: A

5. Which development significantly contributed to the rise of business ethics as a recognised academic discipline?

a. The invention of the printing press

b. Growth of multinational corporations

c. The popularity of social media

d. Introduction of labour unions

Ans: B

6. Why is understanding the historical context of business ethics important?

a. It reveals the origins of accounting practices

b. It helps explain current ethical standards and challenges

c. It shows how profits increased over time

d. It identifies the first business leaders

Ans: B

7. Which is a key influence in shaping business ethics debates today?

a. Ancient religious texts

b. Shipping innovations

c. New office design trends

d. The legacy of high-profile corporate scandals

Ans: D

8. The Enron scandal is significant to business ethics because it exemplifies:

a. Effective corporate governance

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b. The consequences of ethical failure

c. How to increase shareholder value

d. The benefits of risk-taking

Ans: B

9. What was the main outcome for employees and shareholders due to the Enron scandal?

a. Increased job opportunities

b. Improved corporate reputation

c. Higher bonuses for executives

d. Loss of jobs and savings

Ans: D

10. Theranos is an example of:

a. Transparent reporting

b. Medical innovation success

c. The dangers of fraudulent claims

d. Effective leadership communication

Ans: C

11. Which is a leading modern technological challenge in business ethics discussed in this chapter?

a. Manual bookkeeping

b. Algorithmic bias in digital systems

c. Using paper forms

d. Hiring based on intuition

Ans: B

12. Environmental stewardship as a business ethics issue involves:

a. Maximising quarterly profits in the context of environmental spending

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b. Managing data usage

c. Taking responsibility for ecological impacts

d. Focusing on product quality when they use natural materials

Ans: C

13. Which of the following is a key ethical challenge for businesses in the digital age?

a. Ensuring workplace diversity

b. Navigating data privacy and security

c. Ensuring appropriate employee benefits

d. All of these

Ans: D

14. The outcome of recognising racial and gender equity in business ethics often appears as:

a. An absence of workplace diversity

b. Equal access to promotion and fair treatment

c. A focus on improved productivity

d. Outsourcing jobs internationally

Ans: B

15. A stakeholder approach to business focuses mostly on:

a. Increasing only shareholder wealth

b. Environmental effects

c. Employee participation

d. Engaging with multiple parties affected by the business

Ans: D

16. Which best describes the shift in modern business roles?

a. From pure profit pursuit to multidimensional responsibility

b. From ethical conduct to strict law compliance

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c. From community service to outsourcing

d. From innovation to tradition

Ans: A

17. Studying business ethics can help future leaders to:

a. Understand ethical issues in decision-making

b. Become better leaders

c. Develop strong ethical reasoning skills

d. All of these

Ans: D

18. For organisational success, ethics education is important primarily because:

a. It offers a competitive advantage through trust and integrity

b. It teaches how to avoid all risks

c. It improves innovation

d. It prohibits rule-breaking

Ans: A

19. Why might business ethics be important for career development?

a. It increases the chances of ethical leadership roles

b. It ensures promotion

c. It reduces the need for ongoing learning

d. It directly improves communication skills

Ans: A

20. Strong ethical understanding supports business success by:

a. Impacting employee engagement

b. Encouraging transparency and trust

c. Restricting innovation

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Teaching guide

This Teaching Guide is structured chapter-by-chapter to align with Modern Business Ethics.

Introduction

Modern Business Ethics provides students with a rigorous yet accessible introduction to ethical reasoning in contemporary business contexts. The book treats ethics not as compliance or reputation management, but as a practical skill grounded in philosophical reasoning, historical awareness and real-world application.

This Teaching Guide supports lecturers and tutors in designing lectures, seminars, tutorials and assessments around the text. Each chapter can be taught independently, allowing flexibility across business, management, economics and interdisciplinary programmes.

Suggestions throughout the guide encourage discussion, critical engagement and reflective learning. The guide also foregrounds equity, inclusion and decolonising perspectives, inviting instructors to encourage students to interrogate whose values, voices and interests are centred in business ethics debates.

Chapter 1: Introducing business ethics

Chapter overview and aim

Introduces business ethics as a field of study, addressing scepticism about ethics in business, tracing its historical development and establishing why ethical reasoning matters in contemporary business.

Teaching suggestions

Begin with the opening anecdote about business ethics as an oxymoron to prompt discussion. Ask students to identify a business ethics scandal they recognise and why it matters. Emphasise distinctions between legal, ethical and profitable behaviour. Address the common student belief that ethics is simply common sense.

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Assessment suggestions

Short reflective essay on why business ethics matters. Exam question asking students to explain how business ethics emerged as a discipline.

Suggestions on how to teach a decolonised curriculum

Encourage students to introduce business ethics examples from non-Western contexts. Prompt interrogation of dominant corporate narratives and whose interests are prioritised.

Chapter 2: Moral reasoning and ethical frameworks

Chapter overview and aim

Introduces moral reasoning and four ethical frameworks – utilitarianism, deontology, virtue ethics and Ciceronian ethics – using workplace surveillance and privacy as a core dilemma.

Teaching suggestions

Use seminars to apply each framework to the same case study. Assign different frameworks to small groups and ask them to defend outcomes. Emphasise that frameworks guide reasoning rather than provide fixed answers.

Assessment suggestions

Case analysis applying two ethical frameworks. Short written comparison of strengths and limits of moral theories.

Suggestions on how to teach a decolonised curriculum

Encourage critique of Western dominance in ethical theory. Discuss how ethical reasoning may vary across cultures.

Case study teaching notes

The employee privacy vs productivity case works well for role-play. Encourage attention to consent, power and proportionality.

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Chapter 3: Stockholders and stakeholders

Chapter overview and aim

Explores shareholder primacy, stakeholder theory, CSR and alternative models of corporate responsibility through contemporary global cases.

Teaching suggestions

Run a Friedman vs Freeman classroom debate. Ask students to map stakeholders for a familiar company. Highlight underlying assumptions about profit and responsibility.

Assessment suggestions

Essay evaluating shareholder primacy. Group stakeholder-analysis presentation.

Suggestions on how to teach a decolonised curriculum

Emphasise non-Western business models and development contexts. Encourage critical engagement with CSR rather than celebrating it uncritically.

Case study teaching notes

Safaricom and Tata cases work well for examining stakeholder trade-offs and local context.

Chapter 4: Ethical leadership and management

Chapter overview and aim

Examines ethical leadership theories, organisational culture, managerial responsibility and ethical decision-making in everyday management.

Teaching suggestions

Ask students to reflect on leaders they trust or distrust. Introduce ethical fading and pressure from organisational systems.

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Assessment suggestions

Leadership ethics reflection paper. Case analysis using a structured ethical decision-making model.

Suggestions on how to teach a decolonised curriculum

Challenge hero-leader narratives. Discuss leadership across cultural and organisational settings.

Chapter 5: Equality and diversity

Chapter overview and aim

Explores equality, justice, diversity, intersectionality, workplace republicanism and affirmative action as ethical issues in business.

Teaching suggestions

Use Rawls' veil of ignorance as an in-class exercise. Encourage structured discussion rather than personal disclosure. Focus on systemic rather than individual explanations.

Assessment suggestions

Essay debating affirmative action. Policy critique of a corporate diversity initiative.

Suggestions on how to teach a decolonised curriculum

Centre intersectionality and feminist critiques. Highlight voices and perspectives from marginalised groups.

Case study teaching notes

The New Belgium Brewing case supports discussion of democratic workplaces and shared ownership.

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Chapter 6: Mental health at work

Chapter overview and aim

Explores mental health as an ethical workplace issue, including stress, burnout, quiet quitting and employer responsibility.

Teaching suggestions

Establish norms for respectful discussion. Avoid requiring personal disclosure. Frame mental health as structural rather than individual failure.

Assessment suggestions

Ethical workplace wellbeing policy design task. Low-stakes reflective writing.

Suggestions on how to teach a decolonised curriculum

Discuss stigma and mental health across cultural contexts. Challenge productivity-focused wellbeing programmes.

Case study teaching notes

Quiet quitting provides a useful lens for interpreting organisational ethics.

Chapter 7: Business ethics and the environment

Chapter overview and aim

Examines environmental responsibility, sustainability and climate ethics in business decision-making.

Teaching suggestions

Use contemporary environmental controversies. Discuss responsibility beyond compliance and greenwashing.

Assessment suggestions

Ethical analysis of a sustainability strategy. Exam question on environmental responsibility.

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Suggestions on how to teach a decolonised curriculum

Highlight environmental injustice and Global South impacts.

Chapter 8: International concerns

Chapter overview and aim

Explores ethical challenges in global business including labour standards, cultural relativism and multinational responsibility.

Teaching suggestions

Discuss outsourcing, supply chains and labour conditions. Challenge cultural relativist defences of unethical conduct.

Assessment suggestions

Multinational ethics case study. Essay on limits of cultural relativism.

Suggestions on how to teach a decolonised curriculum

Centre perspectives of host communities and post-colonial economies.

Chapter 9: Business ethics meets politics

Chapter overview and aim

Examines the relationship between business, political power, lobbying, regulation and democratic accountability.

Teaching suggestions

Analyse corporate political influence and regulatory capture. Discuss appropriate limits of corporate power.

Assessment suggestions

Policy brief on corporate political responsibility. Essay on business and democracy.

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Suggestions on how to teach a decolonised curriculum

Examine post-colonial political economies and global power asymmetries.

Chapter 10: On technology

Chapter overview and aim

Explores ethical challenges created by AI, automation, surveillance technologies and digital work.

Teaching suggestions

Use familiar digital tools to illustrate ethical risks. Discuss consent, bias and surveillance.

Assessment suggestions

Ethical impact assessment of a technology. Scenario-based short answers.

Suggestions on how to teach a decolonised curriculum

Analyse technological bias and global digital labour exploitation.

Chapter 11: Ethical issues in marketing and advertising

Chapter overview and aim

Examines persuasion, manipulation, consumer vulnerability and ethical limits of advertising.

Teaching suggestions

Analyse real advertisements encountered by students. Discuss persuasion versus manipulation.

Assessment suggestions

Campaign ethics analysis. Creative critique assignment.

Suggestions on how to teach a decolonised curriculum

Explore global consumer exploitation and cultural norms in advertising.

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Chapter 12: Data ethics

Chapter overview and aim

Focuses on privacy, consent, big data, surveillance capitalism and ethical data governance.

Teaching suggestions

Use everyday data practices as discussion starters. Emphasise power asymmetries and consent.

Assessment suggestions

Data ethics policy critique. Case-based ethical analysis.

Suggestions on how to teach a decolonised curriculum

Discuss data colonialism and global data extraction.

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