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| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | An individual person can only be responsible for actions over which they have direct control |  |  | | **People Individual** | | **Control** | | |  |  | **2** | 100a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Business duties to stakeholders are managed by legal contracts; e.g. ownership, employment, purchase, sales |  |  | | **Business Law Stakeholder** | | **Law Stakeholder Shareholders** | | |  |  | **1** | 101a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Successful businesses share wealth through taxation |  |  | | **Business Profit Good** | | **Law Taxation** | | |  |  | **1** | 102a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Owners and shareholders invest scarce resources in business projects with expectations of profit or returned growth |  |  | | **Business Shareholders Resources** | | **Profit Resources** | | |  |  | **2** | 103a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses produce goods efficiently from scarce resources |  |  | | **Business** | | **Resources** | | |  |  | **2** | 104a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | People invest resources into legal corporations (including companies or businesses) for a distinct purpose or intention  French, P.A. (1979) |  |  | | **People Resources** | | **Business Law Resources** | | |  |  | **3** | 105a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Actions of businesses impact a wide range of stakeholders |  |  | | **Business** | | **Stakeholder** | | |  |  | **1** | 106a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | People invest resources in a business to produce a good or service |  |  | | **People Resources** | | **Business Good** | | |  |  | **1** | 107a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | People have moral responsibilities as rational individuals capable of self-control |  |  | | **People** | | **Individual Control** | | |  |  | **1** | 108a | | |

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| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | People and businesses have obligations to specific vulnerable others |  |  | | **Individual People Business** | | **Vulnerable Stakeholder** | | |  |  | **1** | 109a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Environmental stakeholders need businesses to limt damage by pollution through wastes |  |  | | **Business Stakeholder Vulnerable** | | **Waste Harm Environment** | | |  |  | **1** | 110a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Meeting unnecessary costs is an inefficient waste of businesses' resources |  |  | | **Resources Cost** | | **Business Resources Waste** | | |  |  | **3** | 111a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Governments have responsibilities to enforce laws and regulations |  |  | | **Harm Government Law** | | **Law Regulators** | | |  |  | **1** | 112a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Taxation provides funds for government to act in the common good |  |  | | **Government Taxation** | | **Government Taxation Good** | | |  |  | **1** | 113a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | The actions and attitudes of controlling officers in a business are, legally, those of the business  Card, Cross & Jones (1995) Criminal Law, cited in Moore , G. (1999) |  |  | | **Business Individual Control** | | **Business Law Harm** | | |  |  | **3** | 114a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Codes of law hold both individuals and businesses responsible for criminal actions  Moore , G. (1999) |  |  | | **Law Individual Business** | | **Law Harm** | | |  |  | **3** | 115a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Persons, including shareholders, may donate profits to community charity or environmental causes |  |  | | **People Profit Shareholders** | | **Virtue Good Vulnerable** | | |  |  | **1** | 116a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses have obligations to maintain cashflow while meeting their debts to avoid unnecessary costs |  |  | | **Business Resources** | | **Cost Profit** | | |  |  | **3** | 117a | | |

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| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Some businesses may encourage individuals in socially responsible behaviour; e.g. volunteering, or healthy or sustainable lifestyles |  |  | | **Business Individual Practice** | | **Practice Character Good** | | |  |  | **2** | 118a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Business scandals or poor practices which promote harm become targets of legal regulation by governments |  |  | | **Trend Harm Practice** | | **Law Harm Government** | | |  |  | **1** | 119a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Goods or services useful to many individuals produce aggregate benefits; pleasure, happiness or advantage |  |  | | **Good** | | **Stakeholder Good** | | |  |  | **1** | 120a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Marketable goods support the production of value for a range of stakeholders who mutually benefit |  |  | | **Market Good** | | **Stakeholder Good** | | |  |  | **1** | 121a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Waste from inefficient business practice is damaging to shareholders and the market |  |  | | **Waste Practice Virtue** | | **Shareholders Profit Market** | | |  |  | **2** | 122a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses are better-informed than governments regarding the resources required to produce goods and prevent harms  Berkey, B. (2021). |  |  | | **Business Harm Resources** | | **Government Good Justice** | | |  |  | **3** | 123a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Taxation laws redistribute wealth and reduce social inequalities |  |  | | **Justice Good Taxation** | | **Taxation Law** | | |  |  | **2** | 124a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses have greater powers to cause harm than individuals |  |  | | **Business** | | **Harm Vulnerable Individual** | | |  |  | **1** | 125a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses take actions as a group of people, working together as a single legal and moral agent  Moore , G. (1999) |  |  | | **Individual Business People** | | **Business** | | |  |  | **3** | 126a | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Vulnerable stakeholders have little power over company actions but can directly be affected by the prusuit of their purposes |  |  | | **Vulnerable Stakeholder Justice** | | **Harm Control Stakeholder** | | |  |  | **1** | 127a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | A business is made of a collection of individuals working together under the 'umbrella' of the company |  |  | | **Business Individual** | | **Business People** | | |  |  | **2** | 128a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | People's most significant responsibilities are regulated by laws |  |  | | **People Individual Government** | | **Law Government Regulation** | | |  |  | **2** | 129a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Consumer stakeholders rely on business to provide good value goods and services |  |  | | **Stakeholder Vulnerable** | | **Good Stakeholder** | | |  |  | **1** | 130a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Stakeholders are those whose ability to care for themselves or others is directly dependent on the activities or decisions of the business  Engster, D.(2020) |  |  | | **Stakeholder Business Harm** | | **Stakeholder Vulnerable Business** | | |  |  | **3** | 131a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses control their use of resources and can reasonably anticipate the results of their actions |  |  | | **Resources Control Business** | | **Market Stakeholder Vulnerable** | | |  |  | **1** | 132a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Waste from poor business practice may be deadly to vulnerable environmental stakeholders |  |  | | **Waste Environment Practice** | | **Environment Stakeholder Justice** | | |  |  | **1** | 133a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Efficient and high quality goods and services that address a need of many people succeed in free markets |  |  | | **Good Market** | | **Market Profit Good** | | |  |  | **2** | 134a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Unethical behaviour by one individual or business can damage the reputation of others in the same market |  |  | | **Business Individual Trend** | | **Market Stakeholder Harm** | | |  |  | **1** | 135a | | |

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| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | To compete and provide goods businesses often imitate common market practices or behaviours |  |  | | **Business Good Stakeholder** | | **Profit Trend Market** | | |  |  | **2** | 136a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | People transform themselves and their environment through virtuous practice to enhance the common good |  |  | | **People Practice Virtue** | | **Good Practice Virtue** | | |  |  | **1** | 137a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Governments have responsibilities to redistribute goods to remedy inequality |  |  | | **Government Good** | | **Harm Justice Vulnerable** | | |  |  | **1** | 138a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses are made of different groups of individuals but have control structures to act together rationally for a specialised purpose |  |  | | **Individual Business** | | **Control People Business** | | |  |  | **2** | 139a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Successful businesses generate profits for shareholders and benefit society through goods and taxation  Friedman, M. 1970. |  |  | | **Business Shareholders** | | **Good Taxation Profit** | | |  |  | **3** | 140a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Governments have responsibilities to create laws and regulations that prevent social and environmental damage |  |  | | **Governments Environment** | | **Harm Law Environment** | | |  |  | **2** | 141a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | People have a duty to prevent forseeable harms to others |  |  | | **People Control Harm** | | **Stakeholder Justice** | | |  |  | **1** | 142a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Negative effects can be prevented or remediated through attentiveness to the needs of specific stakeholders |  |  | | **Vulnerable Stakeholder Harm** | | **Good Stakeholder** | | |  |  | **1** | 143a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses often have a legal obligation to maintain and support employee wellbeing |  |  | | **Business Law Regulation** | | **Stakeholder Vulnerable** | | |  |  | **1** | 144a | | |

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| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | All moral agents should respect the choices of other rational agents to act in their own duties and interests |  |  | | **Control People Individual** | | **Control Market Justice** | | |  |  | **2** | 145a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Managers act as agents of owners, to direct businesses in their intersts; whether profit or purpose  Friedman, M. 1970. |  |  | | **Control Shareholders Resources** | | **Control Profit Practice** | | |  |  | **3** | 146a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | People produce goods from scarce resources |  |  | | **People Resources** | | **Resources Good** | | |  |  | **2** | 147a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Commercial stakeholders need businesses to maintain profitable relations |  |  | | **Stakeholder Vulnerable** | | **Vulnerable Profit** | | |  |  | **1** | 148a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Individuals have moral responsibilities as human beings capable of rational decision-making and self-awareness |  |  | | **Individual People** | | **Individual People Control** | | |  |  | **2** | 149a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Persons working towards a shared purpose may act as a conglomorate entity with a distinct character |  |  | | **People** | | **Business Character** | | |  |  | **1** | 150a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses have a responsibility to meet social expectations of good conduct  Elkington, J.(1994) |  |  | | **Business** | | **Trend Practice Stakeholder** | | |  |  | **3** | 151a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | A business' character includes the climate and ethical culture which provides support (or challenge) to individual practice of virtue |  |  | | **Business Character** | | **Virtue Individual** | | |  |  | **2** | 152a | | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  |  | Corporate virtues include integrity, empathy, courage, warmth, zeal, and conscientiousness  (Chun 2005) |  |  | | | **Business Virtue** | | **Virtue** | | |  |  | **3** | 153a | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Persons can act on their moral responsibilities outside of business; by volunteering or political campaigning |  |  | | **People Individual Business** | | **Good** | | |  |  | **1** | 154a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Many businesses recognise an inherent value in nature and take an environmental approach |  |  | | **Business Vulnerable Stakeholder** | | **Environment Good** | | |  |  | **1** | 155a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Accepting the benefits (goods) created by business generates obligations of fairness between stakeholders  Phillips, R.A. and Reichart, J., 2000. |  |  | | **Business Good Vulnerable** | | **Stakeholder Justice** | | |  |  | **3** | 156a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Moral agents should aim to support and preserve the relationships they have with specific others or stakeholders  Oxley, J. and Wittkower, D.E., 2011. |  |  | | **Individual People Control** | | **Stakeholder Vulnerable** | | |  |  | **3** | 157a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Market freedom is a principle of responsibility aimed at meeting the needs of all stakeholders |  |  | | **Market Good Justice** | | **Stakeholder Good** | | |  |  | **1** | 158a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Regardless of intentions or ignorance, individuals have a duty to ensure their actions comply with applicable commercial laws and regulations |  |  | | **Individual Control** | | **Law Government Stakeholder** | | |  |  | **1** | 159a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Markets offer an efficient mechanism for the exchange of commodified goods |  |  | | **Market Waste** | | **Good** | | |  |  | **2** | 160a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Employee stakeholders need businesses to be profitable to earn a good wage |  |  | | **Stakeholder Vulnerable Profit** | | **Good Taxation** | | |  |  | **1** | 161a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Business actions affect a range of stakeholders; e.g. shareholders, employees, consumers, commercial partners, and regulators (government). |  |  | | **Stakeholder Business** | | **Stakeholder Shareholders** | | |  |  | **1** | 162a | | |

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| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses have responsibilities to all relevant stakeholders who may impact or benefit from their actions |  |  | | **Business Stakeholder** | | **Stakeholder Vulnerable** | | |  |  | **1** | 163a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Stakeholders may challenge businesses actions legally or campaign for legal reform |  |  | | **Stakeholder Law Harm** | | **Law Government** | | |  |  | **1** | 164a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Virtuous characters demonstrate qualities of practice essential to achieving or sustaining good practice |  |  | | **Virtue Character Good** | | **Practice Trend Profit** | | |  |  | **2** | 165a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | People's most significant responsibilities are regulated by individual ethics or beliefs |  |  | | **People** | | **Individual Character** | | |  |  | **2** | 166a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses' responsibilities are determined by majority public opinion, as they can hold companies accountable by campaigns and boycotts |  |  | | **Business Market People** | | **People Market Trend** | | |  |  | **2** | 167a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Non-human stakeholders are vulnerable to harm by businesses as they lack representation in the market |  |  | | **Stakeholder Environment Resources** | | **Market Vulnerable Harm** | | |  |  | **2** | 168a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | The needs of environmental stakeholders may be urgent and legitimate, but they lack the power to make these needs known |  |  | | **Stakeholder Vulnerable Resources** | | **Control Stakeholder Harm** | | |  |  | **1** | 169a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Endangered species, such as orang-utans, lack political or social power to influence businesses consumption of their habitat. |  |  | | **Stakeholder Vulnerable Business** | | **Resources Environment** | | |  |  | **1** | 170a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Governments, like businesses, are capable of corruption and moral failure |  |  | | **Government Law Control** | | **Market Regulation Individual** | | |  |  | **2** | 171a | | |

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| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Businesses can support an ecosystem of goods through sharing knowledge and still be profitable, as in development of the COVID-19 vaccines. |  |  | | **Market Profit Business** | | **Practice Trend Good** | | |  |  | **2** | 172a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Fair regulations, such as the living wage, can ensure businesses are competitive and beneficial to everyone |  |  | | **Justice Law Regulation** | | **Stakeholder Market Good** | | |  |  | **1** | 173a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Regulations ensure that businesses are legally accountable for any mistakes or harm they cause society |  |  | | **Business Law Harm** | | **Regulation Government** | | |  |  | **1** | 174a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Disasters such as the Tangerang firework factory explosion in 2017, causing 49 deaths, show that regulation is insufficient to limit the harms of business |  |  | | **Regulation Business Harm** | | **Law Vulnerable Stakeholder** | | |  |  | **1** | 175a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Free market activities, mediated by legal contracts, provide an effective mechanism for producing the most goods for the most people |  |  | | **Market Law** | | **Good Stakeholder** | | |  |  | **1** | 176a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Rational behaviour by individuals, in their own interests, supports the provision of goods to others as a side-effect of selfishness |  |  | | **Individual Trend Market** | | **Good Virtue Business** | | |  |  | **2** | 177a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Goods include not only useful products or services, but the creation of value (common goods) in society which are not exclusively possessed |  |  | | **Good Market Profit** | | **Good Stakeholder** | | |  |  | **1** | 178a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Small businesses lack the resources and expertise of large businesses to address social justice issues or environmental harms, so should prioritise self-interest |  |  | | **Business Resources Justice** | | **Environment Harm Waste** | | |  |  | **1** | 179a | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | Individuals and businesses start out with unequal resources mainly through chance, and have a duty to create value for everyone |  |  | | **Justice Individual Resources** | | **Market Good Shareholders** | | |  |  | **1** | 180a | | |
| |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | ***IN CONCLUSION…***  **Businesses have responsibilities to promote a flourishing community** | | | | **Virtue Good Practice** | | | |  | **Virtue Ethics** | 301a | | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | ***IN CONCLUSION…***  **Businesses do not have moral responsibilities beyond those of the individuals within them** | | | | **Individual Freedom Market** | | | |  | **Egoism** | 302a | | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | ***IN CONCLUSION…***  **Businesses have responsibilities to operate within the bounds of the law and uphold fair contracts.** | | | | **Law JUSTICE Stakeholders** | | | |  | **Justice** | 303a | | |
| |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | ***IN CONCLUSION…***  **Businesses have responsibilities to maximise efficiency to achieve their purposes** | | | | **Waste Stakeholders Profit** | | | |  | **Egoism** | 304a | | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | ***IN CONCLUSION…***  **Businesses have a responsiblity to attend to the needs of their closest partners or stakeholders** | | | | **Harm Vulnerable Stakeholders** | | | |  | **Care Ethics** | 305a | | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | ***IN CONCLUSION…***  **Businesses have obligations to treat persons with respect, not only as a means to profit.** | | | | **Control Regulation Vulnerable** | | | |  | **Kantian Ethics** | 306a | | |
| |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | ***IN CONCLUSION…***  **Businesses have a duty to uphold standards of practice that may be universally adopted.** | | | | **Practice Control Harm** | | | |  | **Kantian Ethics** | 307a | | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | ***IN CONCLUSION…***  **Businesses have responsibilities to adhere to rules that provide the greatest utility to the majority** | | | | **Law Good Stakeholders** | | | |  | **Utilitarianism** | 308a | | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | ***IN CONCLUSION…***  **Businesses have responsibilities to act to maximise utility and minimise harm for their majority stakeholders in specific situations.** | | | | **Good Stakeholders Market** | | | |  | **Utilitarianism** | 309a | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Irrelevance** |  | | |  | argument containes premise(s) not necessary to conclusion |  | | |  | Remove all unnecessary cards, author loses card points (but not argument points) |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Falsity** |  | | |  | argument contains one or more premises which are logically inconsistent with the conclusion |  | | |  | Remove all unnecessary cards, author loses card points and argument points |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Begging the question** |  | | |  | conclusion is assumed in one or more premise(s) |  | | |  | Remove conclusion, author loses argument points 'bonus' for the conclusion keywords |  | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Appeal to emotion** |  | | |  | Argument relies on a provocative or emotive claim instead of evidence or reasoning |  | | |  | Remove emotive card, author loses all points associated with that card |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Begging the question** |  | | |  | conclusion is assumed in one or more premise(s) |  | | |  | Remove conclusion, author loses argument points 'bonus' for the conclusion keywords |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Appeal to authority** |  | | |  | Argument relies on source's reputation instead of claims or evidence |  | | |  | Author loses points and argument points related to one designated 'authority' card. |  | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Bandwagon** |  | | |  | Argument relies on the popularity of a behaviour or activity for its conclusion |  | | |  | Author loses points and argument points related to one designated 'popularity' card. |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Anecdotal** |  | | |  | Argument relies on an isolated example or personal experience instead of a range of evidence |  | | |  | Author loses points and argument points related to one designated 'anecdote' card. |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Falsity** |  | | |  | argument contains one or more premises which are logically inconsistent with the conclusion |  | | |  | Remove all unnecessary cards, author loses card points and argument points |  | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Irrelevance** |  | | |  | argument containes premise(s) not necessary to conclusion |  | | |  | Remove all unnecessary cards, author loses card points (but not argument points) |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Irrelevance** |  | | |  | argument containes premise(s) not necessary to conclusion |  | | |  | Remove all unnecessary cards, author loses card points (but not argument points) |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Falsity** |  | | |  | argument contains one or more premises which are logically inconsistent with the conclusion |  | | |  | Remove all unnecessary cards, author loses card points and argument points |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Begging the question** |  | | |  | conclusion is assumed in one or more premise(s) |  | | |  | Remove conclusion, author loses argument points 'bonus' for the conclusion keywords |  | | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Appeal to emotion** |  | | |  | Argument relies on a provocative or emotive claim instead of evidence or reasoning |  | | |  | Remove emotive card, author loses all points associated with that card |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Middle ground** |  | | |  | conclusion represents compromise between logically opposed premises |  | | |  | Cards remain but author recieves only half their card points total |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Appeal to authority** |  | | |  | Argument relies on source's reputation instead of claims or evidence |  | | |  | Author loses points and argument points related to one designated 'authority' card. |  | | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Bandwagon** |  | | |  | Argument relies on the popularity of a behaviour or activity for its conclusion |  | | |  | Author loses points and argument points related to one designated 'popularity' card. |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **Anecdotal** |  | | |  | Argument relies on an isolated example or personal experience instead of a range of evidence |  | | |  | Author loses points and argument points related to one designated 'anecdote' card. |  | | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **BAD LOGIC** |  |  | | |  | **No True Scotsman** |  | | |  | Argument relies on an unrealistic single or 'model' view of a business or organisation |  | | |  | Cards remain but author recieves only half their argument points |  | | | |