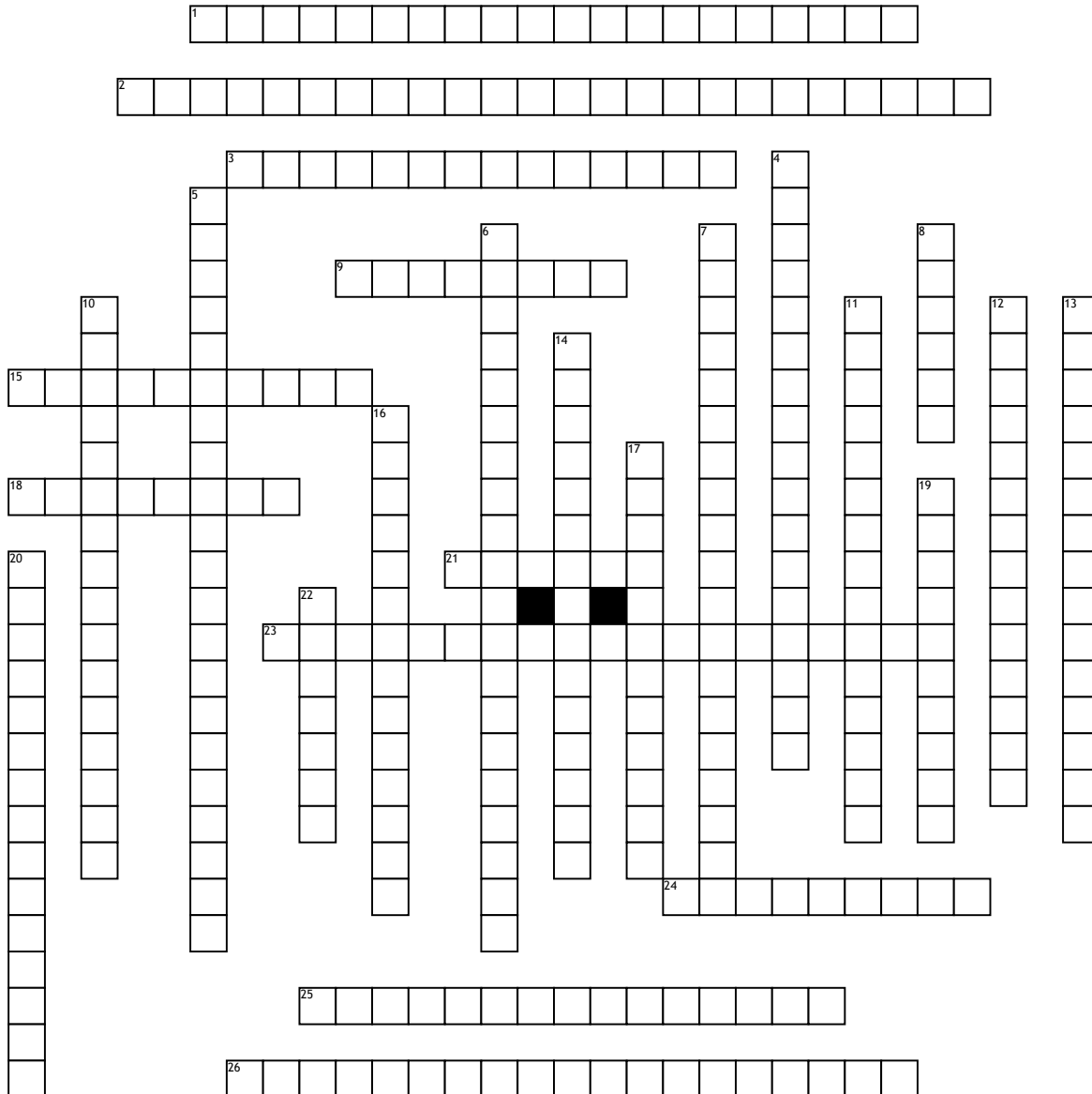


BUSN210 Chapter 6 Terms



Across

1. those who believe that more pleasure is better
2. a theory associated with values that can be quantified by monetary means
3. theory that seeks the greatest good for the greatest number of people by making decisions that result in the greatest total utility and that achieve the greatest benefit for all those affected
9. concept that defines right or acceptable behavior as that which maximizes personal pleasure
15. holds that definitions of ethical behavior are derived subjectively from the experiences of individuals and groups
18. a moral philosophy that places special value on ideas and ideals as products of the mind, in comparison with the world's view
21. individual who believes that only one thing is intrinsically good
23. those who believe that it is possible to get too much of a good thing (such as pleasure)
24. moral philosophies in which an act is considered morally right or acceptable if it produces some desired result such as pleasure, knowledge, career growth, the realization of self-interest, utility, wealth, or even fame
25. rejects the idea that (1) ends can be separated from the means that produce them and (2) ends, purposes, or outcomes are intrinsically good in and of themselves
26. assumes that one person's opinion is as good as another's

Down

4. theory that allows for the well being of others although the self-interest of the individual remains paramount
5. assumes that through observation of the different norms, customs, and values exhibited by different cultures one can arrive at a factual description of a culture
6. justice based on evaluating the communication processes used in the business relationship
7. justice based on the evaluation of the outcomes or results of the business relationship
8. theory that defines right or acceptable behavior in terms of its consequences for the individual
10. believes that conformity to general moral principles determines ethicalness; use reason and logic to formulate rules for behavior
11. teleological theories that assess the moral worth of a behavior by looking at its consequences
12. focuses on the end result of actions and the goodness or happiness created by them
13. the specific principles or rules that people use to decide what is right or wrong
14. individual who determines behavior on the basis of principles, or rules, designed to promote the greatest utility rather than on an examination of each particular situation
16. individual who examines a specific action itself, rather than the general rules governing it, to assess whether it will result in the greatest utility

17. posits that what is moral in a given situation is not only what conventional morality or moral rules (current societal definitions) require but also what the mature person with a "good" moral character would deem appropriate
19. moral philosophies that focus on the rights of individuals and on the intentions associated with a particular behavior rather than on its consequences
20. holds that actions are the proper basis on which to judge morality or ethicalness; requires that a person use equity, fairness, and impartiality when making and enforcing decisions
22. as applied in business ethics, involves evaluations of fairness or the disposition to deal with perceived injustices of others