

IN150

Foundations for Success in IT Careers

Seminar 8

AGENDA

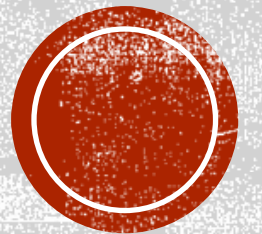
IN150 - Seminar 8

1. Lesson Activity
2. Assignment
3. Looking Ahead



LESSON ACTIVITY

Unit 8

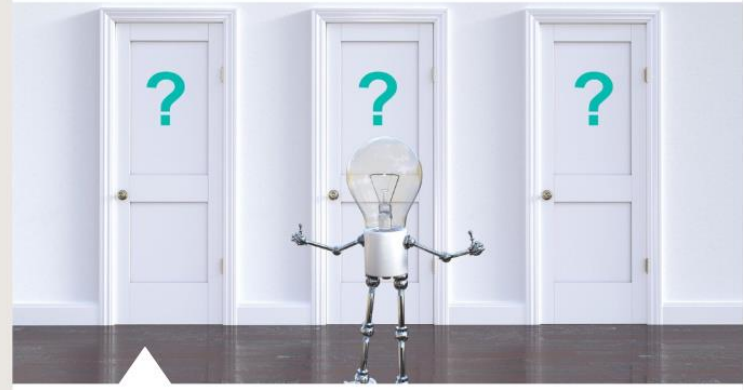


LESSON ACTIVITY

Unit 8



WHAT IS ETHICS?



Ethics is the study of those values that relate to your moral conduct, including questions of good and evil, right and wrong, and moral responsibility.

There are several approaches to ethics. In this activity, you will practice with three approaches.



LESSON ACTIVITY

Unit 8

How do you define **ethics**?

Can you define it without the words 'good' or 'bad'?



LESSON ACTIVITY

Unit 8

Definitions for ethics varies; however, the gist is the same: **the study of an event and its consequences on society.**

What, then, is ethics? Ethics is two things. First, ethics refers to well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues. Ethics, for example, refers to those standards that impose the reasonable

[Santa Clara University](#)

ETHICS

Ethics refers to both moral principles and to the study of people's moral obligations in society.

[University of Texas](#)

"Ethics is not a trainable thing," she says. "Instead, many companies are educating their employees on the company values, which becomes the foundation for all decision making in the workplace."

[Purdue Global](#) - School of Business



LESSON ACTIVITY

Unit 8

ETHICAL APPROACHES

01

Consequences-based

Focuses on the outcome

02

Principles-based

Based on principles and not on any consequences

03

Virtue Ethics

Based on moral person's traits

Consequences-based

This approach focuses on the outcome. If the outcome is good or makes people happy, then it must be ethical.

This approach requires a person to predict the future and all possible outcomes. This approach can easily be used to justify questionable actions (i.e., the ends justify the means).



<https://www.youtube.com/watch?v=xJqO4nhmZWc>



LESSON ACTIVITY

Unit 8

ETHICAL APPROACHES

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Based on moral person's traits

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This approach is based on principles and not on any consequences. Another problem is agreeing on the principles, especially when there are so many different religions and philosophies.

Obey the rules of God. The Golden Rule- Treat others as you would want to be treated.

Kant's approach: Act in a way that would be considered reasonable and ethical if everyone acted that way. Treat others as an end rather than a means to an end.



<https://www.youtube.com/watch?v=wWZi-8Wji7M&t=22s>



LESSON ACTIVITY

Unit 8

ETHICAL APPROACHES

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Virtue Ethics

Based on moral person's traits

Virtue Ethics

Virtue ethics seeks to identify character traits of a moral person and develop those with the idea that the virtuous person will act in a virtuous manner. It does not look at principles or consequences.

This approach relies on everyone agreeing as to what constitutes a moral person.



<https://www.youtube.com/watch?v=NMB1KpkKYao&t=1s>



SCENARIO 1

Susan is a very upstanding and moral person; she gives to the poor, helps her neighbors, and takes care of her parents. So, I will behave as she does and become virtuous.

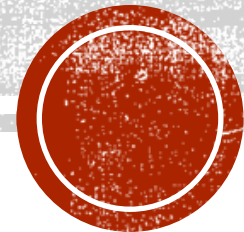
Which ethical approach is this?

- Virtue ethics
- Consequences-based
- Principles-based



LESSON ACTIVITY

Unit 8



SCENARIO 1

Susan is a...
gives to th...
of her pare...
become vi...

Which eth...

- Virtue e...
- Conseq...
- Principl...



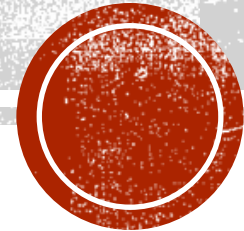
CORRECT

That's right! Planning to adopt the behavior and develop the virtuous traits of Susan is an example of virtue ethics.

Continue

LESSON ACTIVITY

Unit 8



LESSON ACTIVITY

Unit 8

SCENARIO 2

The belief that we need to rid our streets of violence by whatever means necessary.

Which ethical approach is ~~this~~?

- Consequences-based
- Virtue ethics
- Principles-based



LESSON ACTIVITY


Unit 8

SCENARIO 2

The belief that the ends justify the means is a...
by whatever means necessary.

Which ethical approach is most aligned with this belief?

- Consequences-based
- Virtue ethics
- Principles-based



CORRECT

That's right! A consequences-based approach believes that the ends justify the means. Most would agree that this is not the best ethical approach to handling this situation.

[Continue](#)



LESSON ACTIVITY

Unit 8

<https://www.youtube.com/watch?v=ixIoDYVfKA0>



2024 **TECH**
PREDICTIONS



Home / Education

Code of Ethics

IEEE-CS/ACM Joint Task Force on Software Engineering Ethics and Professional Practices

Share this on:    

Short Version

PREAMBLE

The short version of the code summarizes aspirations at a high level of the abstraction; the clauses that are included in the full version give examples and details of how these aspirations change the way we act as software engineering professionals. Without the aspirations, the details can become legalistic and tedious.

LESSON ACTIVITY

[https://www.computer.org/
education/code-of-ethics](https://www.computer.org/education/code-of-ethics)



LESSON ACTIVITY

Unit 8

Thinking now: you are a software developer that is forecasting a car that will be boxed in and will have a motorcyclist and a van on either side and heavy objects ahead. What do you code and why? (There is no one right answer.)



LESSON ACTIVITY

Unit 8



The background of the image shows a close-up of a yellow pencil with a sharpened lead tip, resting on a white grid paper. A blue ruler is visible on the left side, showing markings and letters. The overall scene is brightly lit, creating a clean and professional look.

ASSIGNMENT

Unit 8

ASSIGNMENT

Unit 8

Youtube video: https://youtube.com/shorts/8kCTiltX89M?si=fyJnNMWrvp_m7e3W



ASSIGNMENT

Unit 8

What do you know of Martin Shkreli, Daraprim, Insulin, etc.?



ASSIGNMENT

Unit 8



Shkreli was convicted of lying to investors and cheating them out of millions of dollars in two failed hedge funds he operated. Shkreli was CEO of Turing Pharmaceuticals — later Vyera — when it raised the price of Daraprim from \$13.50 to \$750 per pill after obtaining exclusive rights to the decades-old drug in 2015. It treats a rare parasitic disease that strikes pregnant women, cancer patients and AIDS patients.

(<https://apnews.com/article/martin-shkreli-pharma-bro-profits-supreme-court-7106c838e7939ae94d3d445270643662>)



<https://www.youtube.com/watch?v=xJqO4nhmZWc>



ASSIGNMENT

Unit 8

Did Martin Shkreli act ethically based on what we learned? Why or why not?
(There is no single right answer.)



ASSIGNMENT

Unit 8

Assignment Instructions

1. Research and analyze the current CSR practices and initiatives of your chosen IT company (Google, Microsoft, Apple (MacIntosh), HP, Intel, etc.), as well as those of its major competitors in the industry.
2. Identify key areas where the company can make a positive impact through its CSR efforts. These could include (but are not limited to):
 - Environmental sustainability (e.g., reducing carbon footprint, promoting green technology)
 - Ethical business practices (e.g., data privacy, cybersecurity, responsible AI)
 - Diversity, equity, and inclusion (DEI) in the workplace
 - Community engagement and philanthropy
 - Responsible supply chain management
3. Develop a CSR strategy (plan) for the company that outlines more than one specific goal, initiative, and measurable target (i.e., revenue growth for the year, customer satisfaction scores, training and development goals (i.e. 20 hours of employee training annually), employee retention rate, etc.) in one identified area of focus that you identified in Step 2.
4. Prepare a Microsoft PowerPoint presentation to pitch your CSR strategy (plan) to the company's executive team and key stakeholders, highlighting the potential benefits and advantages of using your CSR approach. The presentation should include speaker notes of at least 5-7 sentences for at least 3 different slides, clearly articulating your central talking points and focal elements. Do not forget to review the professional presentation tutorial to help format and write information on your slides.



ASSIGNMENT

Unit 8

We will take the company **Touring Pharmaceuticals** owned by Martin Shkreli for our example.

What good does a pharmaceutical company like Touring do?



ASSIGNMENT

Unit 8

We will take the company **Touring Pharmaceuticals** owned by Martin Shkreli for our example.

What bad did this pharmaceutical company Touring do?



ASSIGNMENT

Unit 8



You'll be asked to identify 1 thing (at a minimum) the company can focus on making a positive impact through CSR.



Touring Pharmaceuticals owes a duty to whom?



ASSIGNMENT

Unit 8



You'll be asked to identify 1 thing (at a minimum) the company can focus on making a positive impact through CSR.



What would you recommend Touring Pharmaceuticals do (if this was back in 2015)?

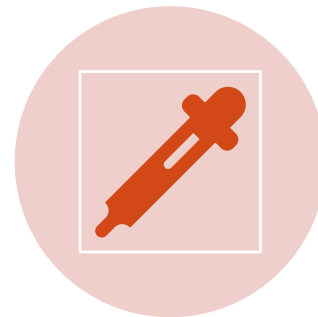


ASSIGNMENT

Unit 8



You'll be asked to identify 1 thing (at a minimum) the company can focus on making a positive impact through CSR.



Can you come up with a **SMART goal** for Touring Pharmaceuticals?





**For next
seminar**

LOOKING AHEAD

Seminar 9

We will review the learning activity in Unit 9 about branding..



THANK YOU

- Questions? Please contact me:
- betsy.mccall@purdueglobal.edu