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Chapter 14 Outline

Philosophical Perspectives on the Social
Responsibility of Business
Traditional Philosophy
Stakeholder Philosophy
Affirmative Philosophy
Business Responses to the Call for Social
Responsibility
The Pros of Social Responsibility
The Cons of Social Responsibility
Social Responsibility and the Hospitality
Industry
Conducting a Social Responsibility
Audit
Ethical Issues in Business
Assessing Ethical Behavior in
Organizations
Recent Ethical Issues in American
Business
Ethical Issues in Human Resources
Management

Competencies

1. Describe philosophical perspectives on the social responsibility of business. (pp. 461–464)
2. Explain typical responses of businesses to the call for social responsibility, and outline the pros and cons associated with social responsibility. (pp. 464–468)
3. Describe examples of how hospitality companies are socially responsible, and discuss how they might conduct a social responsibility audit. (pp. 468–473)
4. Summarize ethical issues in business, including how businesses can assess ethical behavior, recent ethical issues in American business, and ethical issues in human resources management. (pp. 473–478)