**Video Title:** Moment of Truth—Business Ethics and Better Decision Making

**Video URL:** [**https://www.youtube.com/watch?v=7chfmZ469lE**](https://www.youtube.com/watch?v=7chfmZ469lE)

**Run Time/Source:** 2:21, Media Partners/YouTube

**Close Caption Available:** Yes

This brief video about a moment of truth, or key decision point, in ethical behavior on the job illustrates many key points about business ethics. Business ethics are covered in some depth on pages 86-90 of the textbook. In the video a young newcomer to the business firm is exposed to a so-called “product testing plan” in which a company employee steals merchandise from the company to take it home and try the product. The ethically-challenged employee takes the product home for his own use. His rationalization is that if he likes the product, he will recommend it to potential buyers. The scheme is implemented by under-counting the number of wireless cards in a box received from the manufacturer. The company that shipped the cards is then notified that one was missing from the box.

Concerned by this theft of merchandise, the newcomer recognizes that he is facing a moment of truth. The video viewer is left wondering what the new worker should do about his moment of truth.

*Questions for Thought and Discussion*

1. In what way are the perpetuators of the scheme engaged in utilitarianism?

2. The sixth step in the eight-step guide to ethical decision-making states, “Consider your character and integrity.” In what way is this step relevant to this video?

3. The third step in the eight-step guide to ethical decision-making states, “Identify the consequences.” What are the consequences of this type of theft?

4. What influence might a company code of ethics have had on the product-testing-at-home scheme?

5. What should the central character in this video do about his ethical dilemma?