

# Ethics Editorial

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## CHANGE EXCHANGE

Bradi Crockett

Clemson University's student ethics committee, CHANGE (Creating Habits And Norms Guiding Ethical decisions), is planning many exciting programs this semester! Come join us at any of our events to learn more about ethics at Clemson:

### COLLEGE OF AGRICULTURE, FORESTRY AND LIFE SCIENCES

**ETHICS IN AG:** Submit an image and explanation of an ethical issue to be entered to win \$50.  
Deadline: 3/24/20

### COLLEGE OF SCIENCE

**Ethics in Medicine-** Discussion with Joan Dubinsky, former Ethics Director for the United Nations about rural healthcare and research ethics. Refreshments will be provided!  
3/24/20- Peebles Room, Hendrix Student Center

### COLLEGE OF ENGINEERING, COMPUTING AND APPLIED SCIENCE

**Ethics and Sustainability:** A panel of prominent professors discuss environmental ethics and how it relates to Clemson. Lunch will be served!  
4/2/20 - 3:30 pm - Brackett Hall

### COLLEGE OF EDUCATION

**Ethics in Education Survey-** Members of the College of Education, scan the QR code and fill out the short survey to be entered to win \$50!  
Deadline: 4/1/20



### COLLEGE OF BUSINESS

**Race for CHANGE-** Business requires student organizations who provide a response to an ethical business dilemma have the chance to race across Reflection Pond in canoes!  
4/2/20 - 3:00 pm - Reflection Pond

### COLLEGE OF ARCHITECTURE, ARTS AND HUMANITIES

**Action in Advocacy-** With COLAH, discussion about the Sikes Site and an O'Neals march to talk about how to engage in advocacy. Dinner served!  
3/26/20 - 6:30 pm - Watt 100

### UNIVERSITY-WIDE

**#RiddleMeThis:** CHANGE Social Media Riddle Contest- You'll be given five ethics related riddles to solve and the first person to post the answer to the final riddle on their Instagram story and tag @clermsonchange will win \$50 and an exclusive CHANGE t-shirt!

You can follow CHANGE on Instagram @clermsonchange or their website (clermson.edu/ethics/change) for more information about their events!

## McCoy's Corner



By Dr. William McCoy

The spring semester is always busy for the Rutland Institute for Ethics as we traditionally host the Ethics in Action Award ceremony and the High School Ethics Case Competition. It is also a time to award scholarships, conduct a Lunch and Learn, and lead several other events pertinent to the vitality of our organization and the university.

One of the Rutland initiatives that doesn't receive much attention is work involving our faculty group (FACE – Faculty Advocating for the Commitment to Ethics). Clemson is presently re-designing general

education for the entire undergraduate population to make the pathway toward graduation more relevant and beneficial for our students. One of the learning areas identified by Clemson faculty as a “necessity” for our students to be exposed to is ethics education. The FACE committee was delighted last year to be commissioned by Associate Dean Bridget Trogden to develop a potential way to address this need, and I am happy to report that the group has done a fantastic job of delivering!

Beginning in Fall 2020, all Clemson University students who choose to



engage as an “Ethics Scholar” will receive a graduation regalia article that demonstrates a commitment to ethics education. Ethics Scholars will fulfill a particular level of participation in ethics events and/or coursework designed to strengthen awareness of ethical leadership and decision-making. The roll-out of this new program will commence over the summer and will be available to all students, regardless of major. Please reference our web page over the summer for more details, and encourage your students to participate.

I want to publicly thank all of the members of the FACE committee for their dedication to ethics education on our campus. Great minds can bring about great results, and this group is proof of that!

# Meet the RIE Advisory Board

Interview with Advisory Board  
member, Nicole Clifton,  
Clemson Alum & VP Financial  
Intelligence Unit, Truist



What do you think of when you hear the word “ethics”?

When I hear the word “ethics,” I think of integrity and I think of doing the right thing. Unfortunately, I’ve learned that not everyone thinks like that. I have seen people act unethical and try to cheat the system. Sometimes they get away with it, sometimes not. I always try to be mindful of treating others as I would want to be treated and to do the right thing. When there is no ethics, there is no integrity.

Why is ethics important in the business world?

In the business world it is important because we make decisions that have more downstream affects than many people probably realize. For example in banking, if an unethical loan officer is giving loans to people who cannot afford them, you are directly hurting the client and directly hurting the bank, as you know it is unlikely the client will be able to pay off the loan. But you are also affecting the bank brand and reputation, consumer confidence, and share price. That behavior does not make for a good (i.e. long term and profitable) business model.

What is an example of an ethical dilemma you have faced?

I was doing a financial review of a client and the question arose of whether or not a situation should be escalated for review by senior management. We had suspicions that there were multiple instances of unethical, and possibly illegal, activity going on with clients with the same account manager, who was either unaware or complicit. Even though I thought the activity was wrong, the department’s senior manager, whose decision it was to escalate it further, disagreed with my immediate supervisor and me. I thought about going over his head, to his boss, which could potentially kill my career. Luckily, I suppose, ultimately I did not have to make the decision. My immediate supervisor went to his boss on her own.

How have you seen the importance of ethics change since you were a student at Clemson?

This is a really interesting question, and I feel like a great example that illustrates the importance of ethics is the college admissions scandal. I remember first hearing about it and thinking to myself, “Who would do that?” “Why would you do that?” Growing up, my mother had a Norman Rockwell painting that said, “Do unto others as you would do unto yourself.” That line always stuck with me, and I am reminded of it when I see people being selfish and not caring about the consequences of their actions and how it affects others. It is really unsettling if you think about it. Also, the fact that there is an Ethics Institute now at Clemson, is a positive change in itself.

How do you model good decision-making as an executive of a major company?

I think based on what I do, with financial intelligence, my decisions can directly impact the bottom line. My job is to protect the bank. Depending on the egregiousness of the activity, one of the decisions I often make is whether or not to recommend terminating a client’s relationship with our institution. This can be a challenge sometimes because I cannot just recommend terminating a relationship because I have a bad decision making model. Obviously though, at the same time I do not want to ever knowingly keep a client initiating nefarious business transactions who is using our bank to clean their potentially dirty money.

As a Rutland Institute board member, how have you seen RIE promote ethics at Clemson University and in the community?

The Rutland Institute is doing some awesome things. I have been very encouraged by the ability for alumni to speak about ethics in the BUS 1010 courses. There is a lot of stuff they don’t teach in college that I think they should, and ethics and learning how to make good decisions is one of those things. The fact that the Rutland Institute paved the way for alumni to speak to students about real-life ethical dilemmas is excellent.

What are you most looking forward to as you continue serving on the RIE board?

Of everything I am looking forward to, I am probably most looking forward to speaking to a BUS 1010 course. I can’t wait for the opportunity to do that next semester. The opportunity to give back and to encourage current students is really exciting to me.

## Ethics Classes at Clemson:

**AGED 4160-** Ethics and Issues in Agriculture and the Food and Fiber System

**BIOE 3000-** Bioengineering Ethics and Entrepreneurship

**COMM 3030-** Communication Law and Ethics

**CPSC 2920-** Computing, Ethics, and Global Society

**ECON 3500-** Moral and Ethical Aspects of a Market Economy

**HLTH 4780-** Health Policy Ethics and Law

**NURS 3510-** Contemporary Health Care Ethics

**PHIL 1030-** Introduction to Ethics

**PHIL 3440-** Business Ethics

**PHIL 3450-** Environmental Ethics

**PHIL 3460-** Biomedical Ethics

**PHIL 3470-** Ethics in Architecture

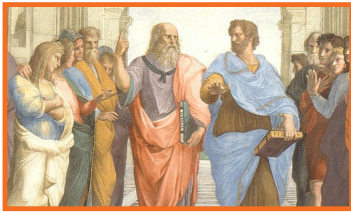
**YDP 4500-** Professional Issues and Ethics in Youth Development

# A Brief Introduction to Normative Ethics

**Normative ethics is the part of moral philosophy concerned with what is morally right and wrong. The central question of normative ethics is how basic moral standards are arrived at and justified. There are three major approaches that answer that question:**

## Virtue Ethics

Virtue ethics is characterized by an emphasis on moral character, as opposed to rules or actions. It is a virtue that determines an action.



Virtue ethics' founders are often thought to be Plato and Aristotle in the West, and Mencius and Confucius in the East, but a philosophical movement towards virtue ethics reemerged in the 1950's in Anglo-American philosophy and has remained important since.



FOR MORE INFO  
ABOUT VIRTUE  
ETHICS:

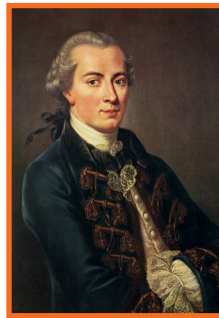


## Deontological Ethics

There are many different deontological theories, but the common thread is an emphasis on duty and rules.

Some forms of deontological ethics hold that choices cannot be justified by their effects, in that the moral goodness of an "end" cannot justify the moral evil of the "means."

One influential thinker in the realm of deontological ethics is Immanuel Kant, who understood the moral quality of actions to be in the principles upon which the agent acts, not necessarily the effects of the act.



FOR MORE  
INFO ABOUT  
DEONTOLOGICAL  
ETHICS:



## Consequentialism

Consequentialism is often considered in direct contrast to deontological ethics, in that the moral goodness of the "ends"

can justify the moral badness of the "means," if there is a net sum gain in "good."

This is only a simplistic understanding of one form of consequentialism, however, and does not necessarily apply to each of the many theories that fall under consequentialism, including utilitarianism, pluralistic consequentialism, expected consequentialism, and others.

FOR MORE  
INFO ABOUT  
CONSEQUENTIALISM:



Please know that this has been an extremely brief and simplistic view of normative ethics, meant only to show a sliver of the broad range of ideas under the study of ethics. If you find this interesting, please consider taking one of the following courses offered at Clemson!

Source: The Stanford Encyclopedia of Philosophy



Need advice on an ethical issue in your life?

## Ask Dr. Dilemma

Submit questions to [ethics@clemson.edu](mailto:ethics@clemson.edu) or go to [clemson.edu/ethics](http://clemson.edu/ethics) and click on “Ask Dr. Dilemma”.

Select questions will be answered on the Rutland Institute for Ethics’ Facebook and Twitter (@clemsonethics). Anonymity will be respected.



CHANGE is an officially recognized student organization on campus. Among its activities, CHANGE is the creator of the Rutland Institute for Ethics bi-annual newsletter.

For more information about CHANGE, please contact Tim Switzer at [tswitze@clemson.edu](mailto:tswitze@clemson.edu) or 864-656-5379.



*Created and edited by: Dr. William McCoy, Rachel Dial, Bradi Crockett, Louise Franke, Kendra Gordillo, and Tim Switzer.*