Business Dilemmas And Proposed Theories

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Introduction

Dilemmas are part of life. They are, therefore, unavoidable in any circumstance. Dilemmas occur due to the possibility of two decisions that have almost equal weight. Thus, one remains unsure of the best choice to make between the two main ones that are presented. In many cases, the decision made is considered to be the most appropriate. The availability of rules, as well as the code of conduct, makes the issue of a dilemma worse. This is because the regulations provide that one aspect needs to be followed to the letter.

On the other hand, the situation may seem to call for better measures rather than those provided in the code. This creates a dilemma regarding the best decision to make. All organizations face such cases along the way. In the case under consideration, a dilemma occurs in various circumstances. TU has the role and obligation to act professionally in the provision of its services to the students. However, it is also in business. As the level of competition increases, it needs to beef up its strategy to remain relevant in the market. For this reason, some of the decisions that it makes raise ethical concerns (Magelssen et al., 2016). The decisions considered seem to be against the company's wish to provide the most professional services to the students. On the other hand, it tries as much as possible to retain the customers and not lose them to the competitors.

Many of the decisions seem to favour the self-interest of the organization. Therefore, the term paper considers the various business ethical dilemmas that TU faces along the way. Also, the reasons behind the decisions made are well stipulated. The various views of theorists are also considered in the face of such business dilemmas. A summary is provided indicating the best decisions that ought to have been made. The reasoning that suits the company's interest is then supported by the provisions of one of the theorists.

Various business dilemmas can be associated with the case under consideration. First, there is a dilemma between the need to remain in business and the need to offer professional services. In this case, the level of competition is rising from time to time. After TU succeeds in a major war, the business becomes quite attractive to other companies, such as Course Hero. Such new companies come into the market with better ideas on how to improve the satisfaction levels of the customers. This, therefore, creates pressure on TU management as it still has to remain relevant. The code requires the organization to only guide the students and not offer direct services concerning the assignments and exams. However, some of the new entrants start offering the same services,

attracting more customers from the TU market segment. The dilemma comes in the determination of what is best for it. Should the company compete with the rest on the basis of costs or on the basis of the services offered? The company is not sure if it could offer services such as doing assignments for the students. On the other hand, the code of conduct provides that the company ought not to do the work on behalf of the students. Therefore, it becomes tough to determine which of the two decisions is best to make.

The other ethical dilemma for a business is the provision of information to customers. The organization experiences a high level of competition. Therefore, management feels that there is a need to have techniques in place to beat new entrants. Therefore, there is a need to make some advertisements about the changes that the company has made to the services of the customers. For the information to be relayed to the customers, it has to be placed on the advertising platforms. The company contemplates including the statement "Let's do the homework for you." This statement creates a dilemma for the business (Bowie 2017). This is because TU has an obligation placed on it by the code of conduct that a tutor should not do the work on behalf of the students.

However, the message conveyed in this case shows that the students will be offered a completed piece of homework for delivery to the teachers. At the same time, the strategy could be an effective one in winning the students from other platforms. The dilemma arises over what should be done in making the advertisement. There is confusion about whether the statement mentioned earlier should be used in the ad or should not be used. The decision made is that the tutor's professionalism ought to be observed at all times (Holland 2015). Therefore, the advertisement is ruled out in that it violates the code of conduct for the tutors. Professionalism is placed before the market share. Instead of using misleading information, the company decides to introduce other services to counter the effect brought about by the new entrants.

Each of the dilemmas in question fits into a different category of ethical issues. The dilemma of whether to make the advertisement or not falls under the competition form of ethical issues. This is because it affects the ability of the organization to deal with the competition effectively. Therefore, the strategy used to counter the competition raises the dilemma (Devine et al., 2014). In this regard, it becomes hard to determine whether to include the aspect of "let us do the homework for you" in the advertisement. Therefore, it all relates to the ability of the firm to retain the market share and even extend it further.

On the other hand, the latter dilemma falls under the category of professionalism. This is because it relates to the retention of professional measures or concentration on business. The firm is not sure of how to counter the loss of customers to the new firms. By deciding to add some of the features included by the competitors, the professionalism pledged by the code of conduct might be lost (Bernstein 2014). The tutors are expected to retain the highest level of professionalism as they serve the customers. On the other hand, the situation is forcing them to do more for the clients to retain the market share. If the firm decides to do more for the students to attract as many as possible, the quality of the services could be lowered (Little 2018). The students would then take advantage of the

platforms to get answers rather than have a better understanding of the learning concepts. As such, the issue is categorized under the professionalism category of ethical issues.

Should the firm pursue professionalism or business? According to Rand, ethical decisions are made on the basis of selfishness. Therefore, the organization could make decisions that mostly favour it instead of favouring the rest of the world. All the decisions made under this form of the theory are based on the possibility of satisfying the needs of the organization. This, therefore, would require the requirements to retain a bigger market to be considered first as opposed to the quality of services offered. According to Kant's theory, the ethical decisions made are based not on the consequences experienced but on the ability to fulfil the obligation that has been predetermined. In this regard, the decision made would be right or wrong depending on the sole purpose of the firm at the beginning. The loss or gain of the market is, therefore, a non-issue in the decision selection (Habermas 2015). According to Bentham's ethical theory, the right decision is based on the consequences expected. Thus, an action is regarded as being effective for the firm if its selection would lead to the desirable attainments. Therefore, Bentham does not concentrate on the duty placed on the firm but on the results of an action.

Conclusion

In comparison, Kant is the theorist who presents the best platform for making the decision. This is a theory that requires the decision to be made based on the duty to do the right thing irrespective of the consequences expected. The nature of TU's business requires that the decisions made remain professional at all times. Using Kant's theory, the firm gets guidance on how to offer the best services to the customers regarding the code of ethics. The right decisions are ones that are in line with the predetermined code of ethics.

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