

Title of article	They are all lies. Even Mother Theresa did it for herself ...
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Authors' biographies	<p>Johan Hattingh is a professor of Philosophy at the University of Stellenbosch and vice dean: Social Sciences in the Faculty of Arts and Social Sciences at the University of Stellenbosch. He specialises in applied ethics and teaches business ethics, engineering ethics and environmental ethics. In 2004 he became a member of The World Commission on the Ethics of Scientific Knowledge and Technology (COMEST) of UNESCO, and he has served on this commission as rapporteur since 2005.</p> <p>Minka Vrba is a lecturer of Philosophy at the University of Stellenbosch. Her interests are in applied ethics, post-structural ethics and the ethics of complex systems. She is currently involved in teaching, and researching on projects, in the fields of business and professional ethics. Minka holds an M.A. in Philosophy and is busy with her Ph.D., entitled 'Critical complexity: deconstruction, complexity theory and the ethics of business.'</p>
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Abstract	<p>In this paper we explore the question of what are we trying to achieve in teaching business ethics at university level. The dominant normative model of business ethics suggests that the aim of business ethics (including the teaching of business ethics) is to move business people from an egotistic position to an altruistic position. According to the latter position, the greater good of society is served by unselfish, other-regarding action, instead of by the narrow, self-centred interests of individuals or corporations acting on their own behalf (i.e. egoism). In this paper, the dominant model is analysed and criticised by means of subjecting it to the question of whether it is at all possible to move people from one position to another through teaching business ethics. A second, related aim of this analysis and critique deals with the question of whether ethics (as taking up moral responsibility for one's actions) really entails a neat, linear model of change from position A to B. To arrive at a possible alternative model of teaching and "doing" business ethics, we explore some classic philosophical positions in which mixed signals are given about the status of egoism in ethics. This analysis will be applied to, and supported by, experience gained from teaching business ethics to accounting and management students at pre-graduate level at the University of Stellenbosch.</p>
Key words	Teaching business ethics, egoism, altruism, neoclassical economic theory, globalisation, complexity theory, complex ethics

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