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## AN ACTION-ETHICS DILEMMA: A DEMONSTRATION

Daryl C. Mitton, San Diego State University

### ABSTRACT

“Dan Morgan: A Case Study in Executive Style” (distributed at the session) will be the focus of this demonstration. Dan is a take-action, get-results executive. Some of his methods, however, can be questioned. There’s the rub. The action-ethics dilemmas are unfolded in a unique, exciting, new classroom technique well worth experiencing.

### THE DEMONSTRATION

This uniquely different teaching demonstration will revolve around a case entitled “Dan Morgan: A Case Study in Executive Style”. It involves an action-ethics dilemma. Dan Morgan is an executive who gets things done. He also cuts some corners in the way he accomplishes his goals. The case, therefore, presents a conflict regarding ends and the means used in accomplishing those ends. Is Dan an energetic, committed, enterprising, and imaginative executive, or is he an overbearing, scheming, win-at-any-cost, self-serving manipulator? Take your pick!

The case shows that there are many things in the management arena that are neither black nor white, but grey. When contending with the ethical grey area, it is difficult for faculty to call rightness or wrongness. This demonstration offers an approach absolutely novel, unique, exciting, and impacting. Yet it gets issues out on the table where they can be freely dealt with openly and with force. The method by which this is done is both dynamic and involving and has dramatic and significant impact on students. The “secret sauce” of this technique can only be revealed in the demonstration. But in my 35 years of teaching, few classes have elicited more enthusiastic and positive after-class student response than this one.

Those who attend this session will spend the first few minutes reading the case, which will be available at the session. It is written in an easy-to-read conversational style--nothing technical or complicated, yet loaded with incidents to peak controversy.

After the demonstration, a second case will be distributed to further enlighten participants on the ethical issues.