

# Branch of Ethics: Consequences

## 基于后果的道德论

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- Cost-benefit analysis
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A photograph of two women in business attire standing in front of a lush green wall. The woman on the left is wearing a white blouse and glasses, smiling as she looks at a smartphone held by the woman on the right. The woman on the right is wearing a dark green top and is looking down at the phone. The background is a dense wall of various green plants.

# Profit maximization, loss minimization

# Consequentialism

What is good?

Pleasure

How to approach the good?

To maximize pleasure or to produce it as much as possible



# Cost-benefit analysis

# Basic steps

**Step 1:**  
Conduct a brainstorming session

**Step 2:**  
Assign a monetary value to all the costs

**Step 3:**  
Assign a monetary value to all the benefits

**Step 4:**  
Compare costs and benefits and calculate payback period

# Factors to consider

Perspective

Time perspective

Scenarios

Discounting

Net present value

Benefit/Cost

Sensitivity analysis

Risk analysis

Shadow pricing

Cash flows

Environmental cost

Internal rate of return



# Possible drawbacks



# How things turned out as a result

- We can't ever know the full consequences of our actions
- We could never know whether an idea was good or bad
- Can human rights be based on society or governing bodies



# Please study Unit 1 Ethics and Professionalism