



# Business Ethics and Social Responsibility

CIM2107

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## Chapter 2



# Today Learning Goals

**1. Explain the concepts of business ethics responsibility.**

**2. Describe the factors that influence business ethics.**

# What would you do ? If...



- If...You are in the class taking an exam, you are struggling, your teacher turns her back and the student in front of you has the answer sheet available for you to see, What do you do?

# Consider, If...



- Could your decision become habit forming? Is it legal?
- Is it the right thing to do?
- Could I defend my actions?
- Is it just, balanced and fair?
- How will I feel about myself?



# BRAINSTORMING

💡 → Work → 💰

💡  
MY IDEA

BRAIN STORM ⚡



💡  
HERE IS MINE



~~PROBLEMS~~



THINKING

IDEA  
↓  
Plan  
↓  
Action

brainstorm



💡 💡 💡  
MANY IDEAS

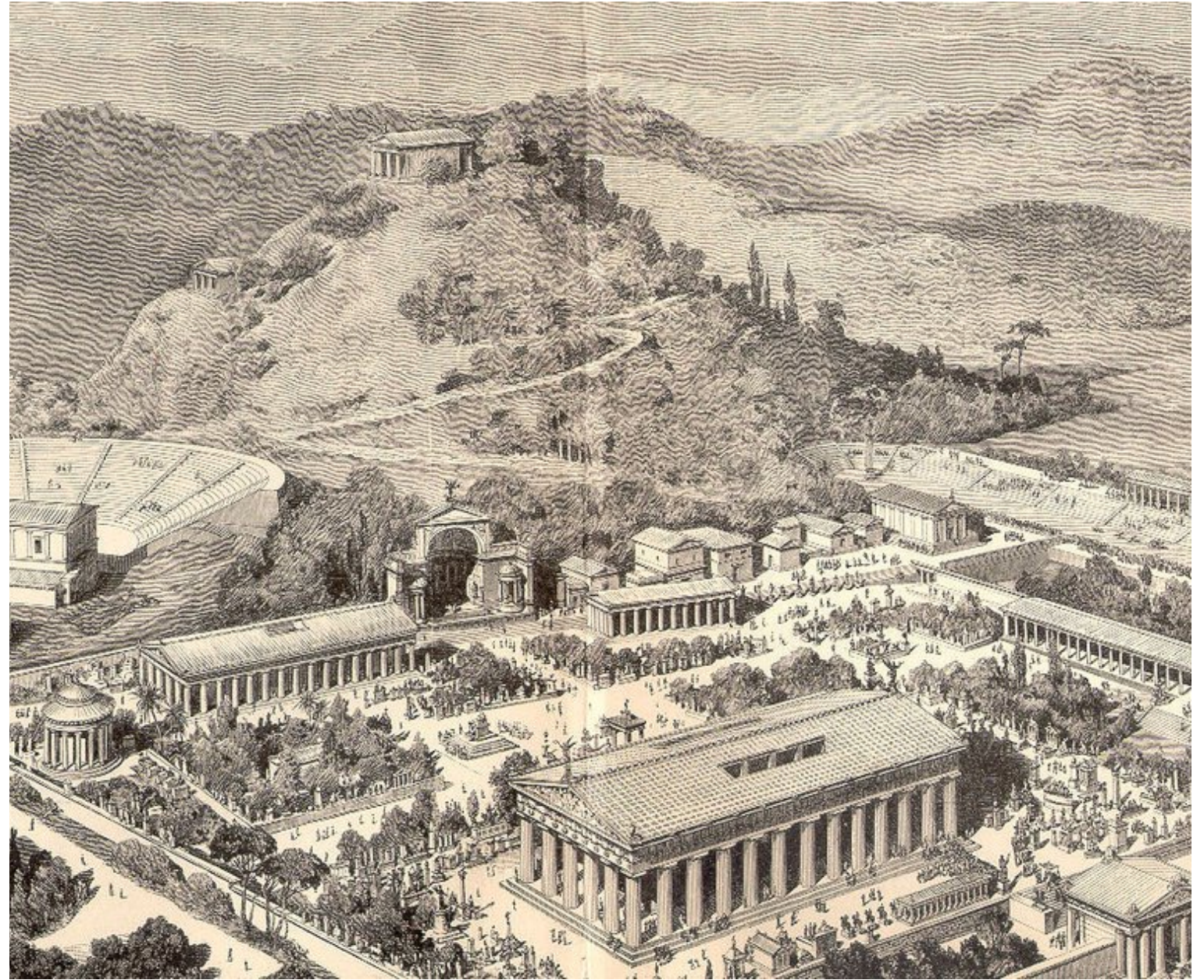
# The Genesis of Ethics

Greek word **Ethos**.

Character or manners.



# The Ancient History of Cheating in the Olympics







- The Bases of Zanes at Olympia, Greece. Statues of Zeus were erected on these bases, paid for by fines imposed on those who were found to be cheating at the Olympic Games. The names of the athletes were inscribed on the base of each statue to serve as a warning to all.





# The Genesis of Ethics

Business Ethics are that functions which leads to choosing **right decision** at **right time** which leads for the welfare of not only business owners but also society, consumers, stakeholders and its employees.

Moral principles by which people conduct themselves personally, socially, or professionally

7/21 模犯生







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How to destroy your family on game night by cheating

Messages

my baby<3

Edit

Hey babeeeee, I can't go out tonight, Family stuff :\

Oh, Its finee. i hope everything gets better love. <3

Thanks babe. I'll talk to you later . I love you.

Love you too.

Hey jenny i'll be there at 7

who's jenny?

**NO WAY GIRL**.COM



**DON'T CHEAT.  
IF YOU'RE UNHAPPY,  
JUST LEAVE.**

Cheating on a  
good person is  
like throwing  
away a diamond  
and picking  
up a rock.



## Ethics

Moral principles by which people conduct themselves personally, socially, or professionally






# Ethics In Business

- The value of what should be done and what should not be done from the business point of view.
- Business ethics involves adhering to legal, regulatory, professional and company standards, keeping promises and commitments and abiding by general principles like fairness, truth, honesty and respect.



## The Nature of Ethics

- When you are guided by ethics, you do not cheat on a test or lie to friends or family.
- The American economy is driven by these activities.
- ETHICS:
- moral principles by which people conduct themselves personally, socially, or professionally



THIS IS BAD

THIS IS GOOD

# The Nature of Ethics

- Most businesses are guided by business ethics.
- **BUSINESS ETHICS:**
  - rules based on moral principles about how businesses and employees ought to conduct themselves
- Different cultures, businesses, and industries have different ethical standards.



# *Real* World

In Thailand, it is customary to exchange gifts during a second business meeting.

In China, gift giving is considered a form of bribery and is illegal.

# In what ways can businesses have a set of moral principles that they follow?

Creating \_\_\_\_\_

Creating \_\_\_\_\_ products

\_\_\_\_\_ treatment of e\_\_\_\_\_s

\_\_\_\_\_ protection

\_\_\_\_\_ about \_\_\_\_\_ status



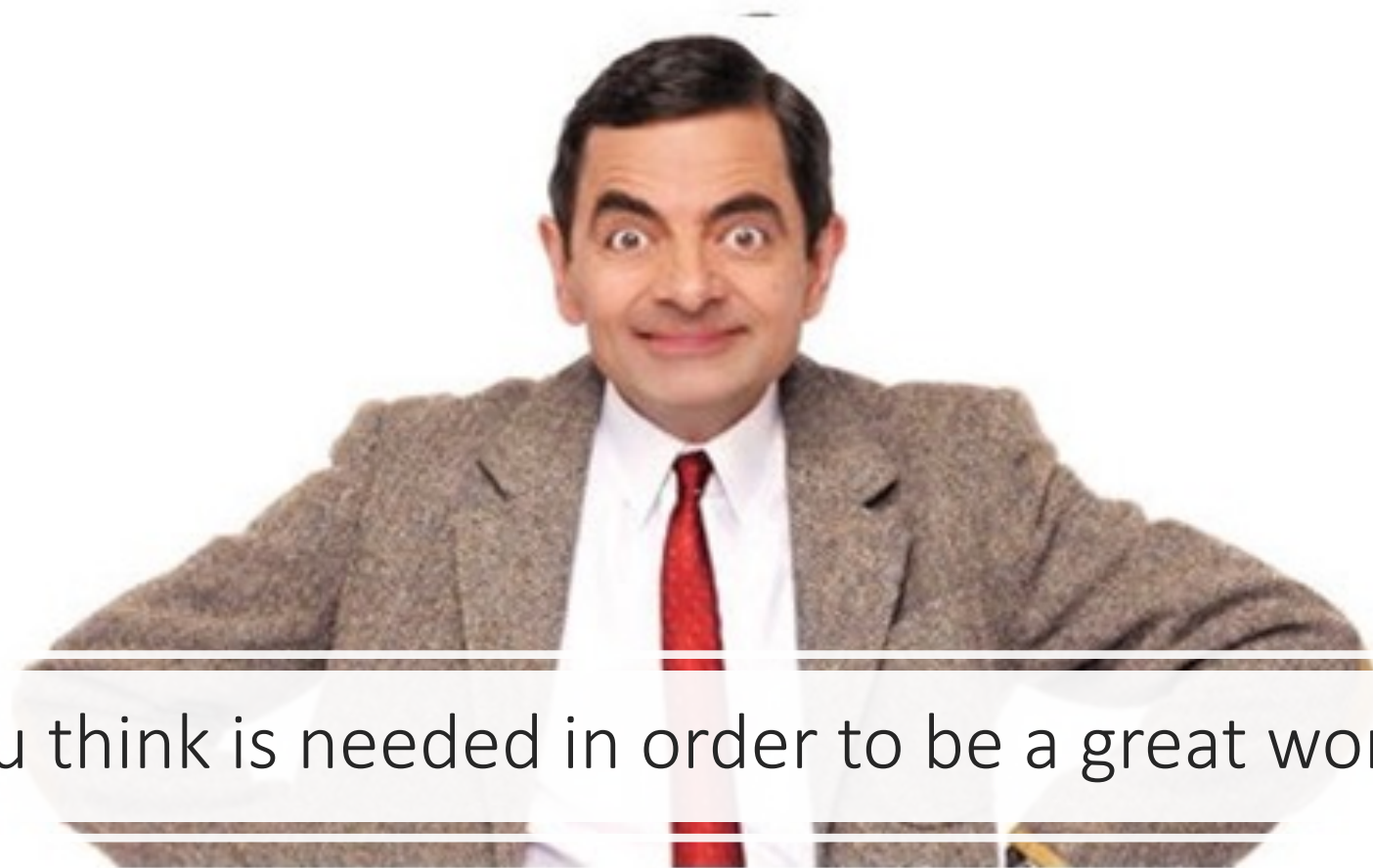
# Displaying Business Ethics

- Creating safe products
- Creating jobs
- Fair treatment of employees
- Environmental protection
- Truthful about financial status





# What kind of person are they?



What do you think is needed in order to be a great woman or man?

# What are the 7 principles of ethics in business?

Moral principles that define right or wrong behavior in the world of business



1. Be trustful



2. Keep an open mind



3. Meet obligations



4. Have clear documents



5. Become community involved



6. Maintain accounting control



7. Be respectful


# PRINCIPLES OF BUSINESS ETHICS

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- Fairness
- Respect for Others
- Trustworthiness
- Law Abiding
- Respect
- Commitment to Excellence
- Responsibility
- Leadership
- Reputation & Morale
- Concern for Others
- Accountability
- Caring
- Integrity
- Citizenship
- Promise-Keeping
- Honesty
- Loyalty
- Eco-friendly

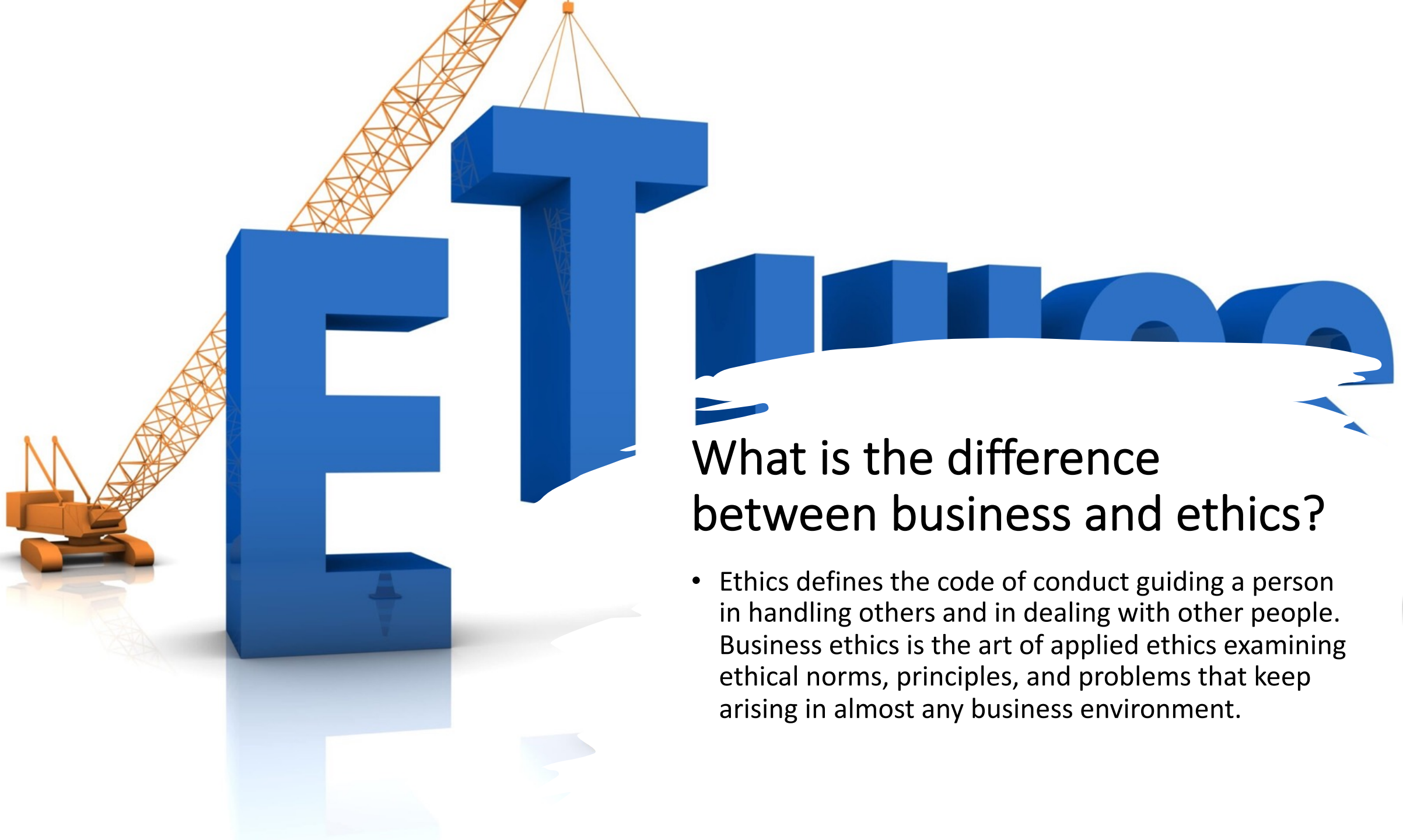


source : southuniversity.edu

The background features a stylized illustration. On the left, a hand holds a large gold coin with a dollar sign. In the center, a document with horizontal lines is shown with blue dashed lines radiating from it. On the right, a hand holds a large orange arrow pointing towards the document. At the bottom left, there is a bar chart with three bars of increasing height. The overall color palette includes shades of blue, orange, and grey.

# What is the meaning of business ethics?

- Business ethics is the study of appropriate business policies and practices regarding potentially controversial subjects including corporate governance, insider trading, bribery, discrimination, corporate social responsibility, and fiduciary responsibilities.



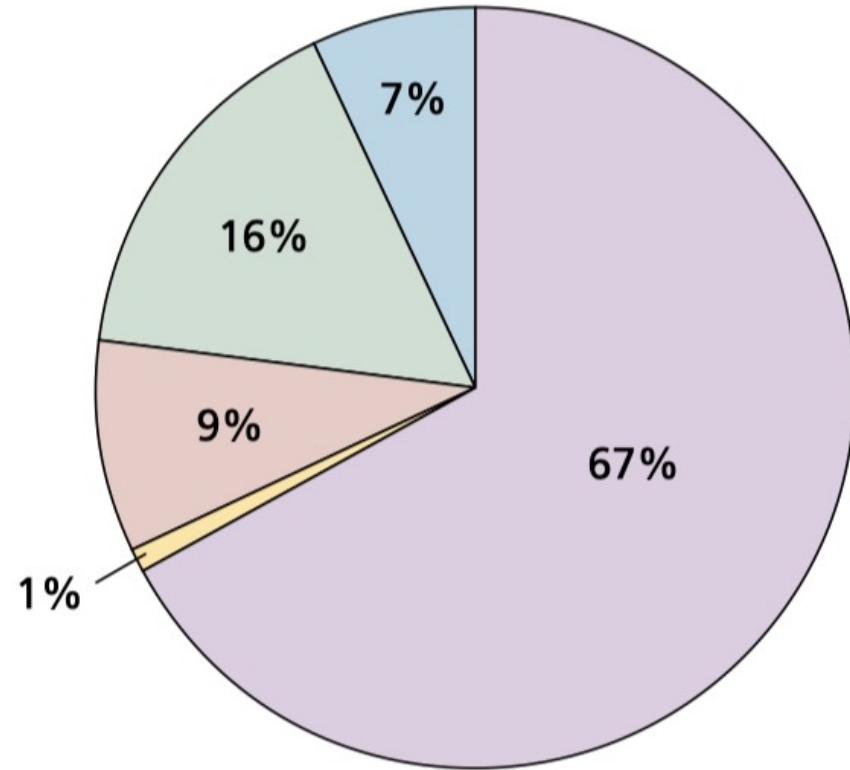
## What is the difference between business and ethics?

- Ethics defines the code of conduct guiding a person in handling others and in dealing with other people. Business ethics is the art of applied ethics examining ethical norms, principles, and problems that keep arising in almost any business environment.

## Figure 2.2

*Percentage of Employees Who Believe that Their Company Encourages Unethical Conduct*

Source: Ethics Resource Center/Society for Human Resource Management, 1997 Business Ethics Survey Report, p. 19.





Do You Need To Cheat To Become Successful In  
Business?

# 参考书



- <https://2012books.lardbucket.org/pdfs/an-introduction-to-business-v2.0/s06-business-ethics-and-social-res.pdf>
- 我们开展业务的核心是为股东赢得公平的回报。在此过程中，我们必须明智地使用公司的资产，我们必须履行自己对客户、合作伙伴及员工的承诺。这些都是指导我们为人处事及做出决定的道德规范。 <https://www.gd.com/-/media/GD-Corporate/PDF/Standards-of-Business-Ethics-and-Conduct-Chinese.ashx?la=en&hash=E473CBFF37EA26DE2797DDA06A05233337F3B3C7>