February 2020

Wednesday 19

(050 - 316) Wk 08

March

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Business Ethics

Vth Semester

Dr. Vineet Kumar

08

09 Business Ethics :- It is branch of social science
10 which deals with moral principle and social
value. It is the study of human relationship
11 which classify the good & bad, ~~wrong~~ or right
or wrong.

12 (1) Ethics involve not ~~not~~ only in business but
in all human activities.
13 2) It contain principle ~~of~~ personal and
professional conduct.

Lunch

(3) Ethics does not rest on feeling of approval
14 and disapproval but in carful examination
of reality around us.

15 (4) Ethical behaviour in one society may be unethical
16 in other. eg. Artificial birth control is mendatory
in Russia & China but taboo in catholic
17 Christian society.

18 (5) Ethics is normative science that seek to determine
from ideal, standards or value. (thinking,
19 feeling and willing)

20 6) Business ethics is a moral principles or rules
of behaviour which should govern the conducting
Eve. business environment. ie how business operate,
how decisions are made and how people
are treated ie customers, clints, supplers
and shareholders.

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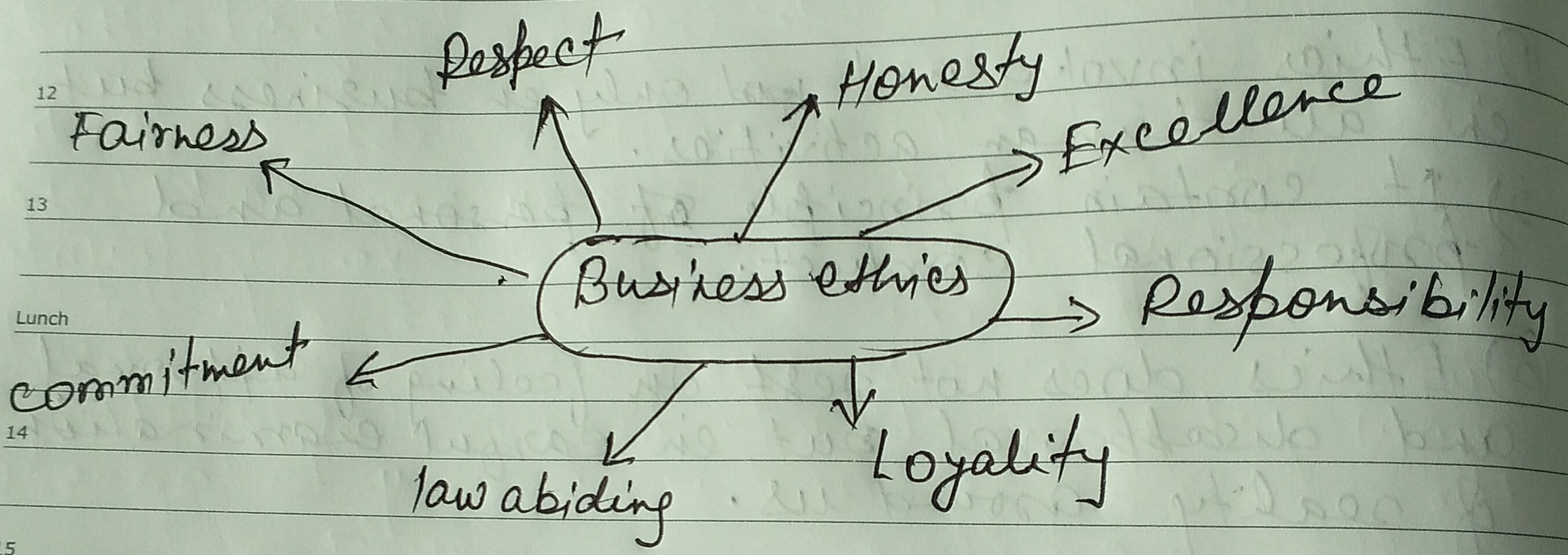
(7) There is no any universal law or rule for ethics exist to decide what is right or wrong often depend on circumstances.



Need of Ethics in organisation

Due to

(1) Social pressure :- Trade union, consumer forums, shareholders and other social groups exe putting pressure on business to abandon enethical practice.

(2) Legal requirements
If business disobey the law and government regulation they are surely be loose the power and prestige. Low reflect ethical conduct and businessman must follow them.

08 various guide line like
(a) Environment (Pollution control)
(b) safty withir organisation
(c) Health relabd instruction
(d) Employee welfare
(e) Societal change & providing basic infrastructure

11 (3) Moral consciousness
12 Due to moral ground ~~most~~ majority of businessmen avoid
adulteration, imitation, spurious goods, blackmarketing,
13 false claim in advertisement. Low declared
such practices illegal.

Lunch (4) Self Interest

14 If a buriness enterprises serve its customers
with good quality, fair price, treat its employee
15 with respect, rewards its shareholders and pay
the taxes honestly and intime. As a result
16 their goodwill, sales and profit will increase
considerably.

17

18 Business ethics altimately result in
customer satisfaction, sound industrial relation,
healthy competition, social justice and peace.

19 —x—x—

20

Eve.