

# **PERSONAL CHARACTER, BUSINESS ETHICS AND SOCIAL RESPONSIBILITY**

## **ETHICS BEGINS WITH YOU AND ME**

### **WHO, WHAT, AND HOW, I AM?**

HOW DO YOU DEMONSTRATE THE FOLLOWING TRAITS?

- **TRUSTWORTHINESS:**
  - HAVING THE COURAGE TO DO THE RIGHT THING EVEN WHEN IT MAY COST ME
  - BEING TRUTHFUL, HONEST, AND SINCERE
  
- **RESPECT:**
  - TREAT OTHERS THE WAY I WILL LIKE TO BE TREATED
  - RESPECT OTHERS' PRIVACY
  - RESPECT OTHER PEOPLES' RIGHTS
  - BE POLITE AND COURTEOUS
  
- **RESPONSIBILITY:**
  - DO MY DUTY
  - BE ACCOUNTABLE FOR WHAT I DO OR FAIL TO DO
  - THINK BEFORE I ACT
  - DEMONSTRATE SELF DISCIPLINE EVEN AT DIFFICULT TIMES
  
- **FAIRNESS:**
  - LISTEN WITH OPEN MIND
  - TREAT PEOPLE FAIRLY
  - PLAY BY THE RULES (NO CHEATING OR TAKING SHORT CUTS)
  
- **CARING:**
  - SHOW KINDNESS WHEN DEALING WITH OTHER PEOPLE
  - EXPRESS GRATITUDE FOR HELP RECEIVED
  - UNDERSTAND OTHER PEOPLES FEELINGS
  - BE GENEROUS TO PEOPLE
  
- **CITIZENSHIP:**
  - LIVING UP TO STANDARDS OF FAMILY, SCHOOL, COMMUNITY, ETC.
  - DOING MY SHARE TO MAKE HOME, SCHOOL, COMMUNITY, ETC. BETTER
  - RESPECTING AUTHORITY
  - OBEYING THE LAW, RULES AND POLICIES
  - USE NATURAL RESOURCES WITH CARE

**THE ABOVE SIX PILLARS OF ETHICS LEAD US TO BUSINESS ETHICS AND SOCIAL RESPONSIBILITY ISSUES:**

- CITIZENSHIP-- WHY IS LEGALITY THE FIRST STEP IN BEING ETHICAL?
- MANAGEMENT ROLE IN SETTING ETHICAL STANDARDS
- COMPLIANCE –BASED ETHICS CODE
- INTEGRITY-BASED ETHICS CODE
- STEPS IN DEVELOPING ETHICS CODE
- SOCIAL RESPONSIBILITY:
  - CORPORATE POLICY
  - CORPORATE SOCIAL RESPONSIBILITY
  - CORPORATE RESPONSIBILITY
  - CORPORATE SOCIAL INITIATIVES
  - CORPORATE PHILANTHROPY
  - INSIDER TRADING
  - WHISTLE BLOWING
  - SARBANES-OXLEY ACT

**SOME EXAMPLES OF ETHICAL VIOLATIONSIN BUSINESS:**

- KENNETH LAY .....ENRON (2006)
- JEFFREY SKILLING.....ENRON (2006)
- ARTHUR ANDERSON .....SHRED 2 TONS OF ENRON DOCUMENTS
- DENNIS KOZLOWSKI .....TYCO INTERNATIONAL (2005)
- JOHN RIGAS & SON TIMOTHY....BANK FRAUD (2004)
- MARTHA STEWART .....INSIDER TRADING (2005)
- WORLDCOM .....ACCOUNTING IRREGULARITIES

**DO YOU SEE ANY RELATIONSHIP BETWEEN ACADEMIC DISHONESTY IN COLLEGE AND DISHONESTY IN FUTURE CAREER?**

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