

University of Blida 02
Faculty of Economic Sciences, Commerce
and Management Sciences
Business English Courses
Teacher: Dr. Haddouche .M

Ethics and Business

1. Definition of Business Ethics:

Business ethics is the study of appropriate business policies and practices regarding potentially controversial subjects including trading, bribery, discrimination, corporate social responsibility. The law often guides business ethics, but at other times business ethics provide a basic guideline that businesses can choose to follow to gain public approval.

2. Ethical behaviour

Ethical behaviour is doing things that are morally right. **Ethics** are moral beliefs about what is right or wrong. **Ethically responsible** companies want to do the right thing in areas such as:

- **Employment and community:** they want to pay attention to things that affect all people, not just their employees, in the areas where the company has its offices and activities.
- **The environment:** they want to conduct business in ways that protect environment to ensure that the air, rivers etc. are not polluted and plant and animal life are not endangered.
- **Winning new business:** they want to get business without engaging in corrupt behaviour, for example offerings bribes - money given to someone so that they behave unethically.
- **Sales and marketing :** Marketing ethics came of age only as late as the 1990s. Ethics in marketing deals with the principles, values and/or ideas by which marketers (and marketing institutions) ought to act. Ethical marketing issues include marketing of dangerous products/services, transparency about environmental risks, transparency about product ingredients such as genetically modified organisms, possible health risks, financial risks, security risks, etc. respect for consumer privacy and autonomy, advertising truthfulness and fairness in pricing.

3. Ethical Principles for Business Executives

- **Honesty:** Ethical executives are honest and truthful in all their dealings and they do not deliberately mislead others by misrepresentations, overstatements, partial truths, selective omissions.
- **Law abiding:** Ethical executives abide by laws, rules and regulations relating to their business activities.
- **Loyalty:** Ethical executives are worthy of trust, demonstrate fidelity and loyalty to persons and institutions by friendship in adversity, support and devotion to duty; they do not use or disclose information learned in confidence for personal advantage.
- **Leadership:** Ethical executives are conscious of the responsibilities and opportunities of their position of leadership and seek to be positive ethical role models by their own conduct and by helping to create an environment in which principled reasoning and ethical decision making are highly prized.
- **Reputation and morale:** Ethical executives seek to protect and build the company's good reputation and the morale of its employees by engaging in no conduct that might undermine respect and by taking whatever actions are necessary to correct or prevent inappropriate conduct of others.

Exercise 1: Complete each sentence by writing one word in each gap. Use the words in brackets () to help you.

1. We expect everyone in this company to behave (**ethics**)
2. We regularly discuss issues with managers and workers. (**ethics**)
3. Last year we put in place anaction programme. (**affirm**)
4. This helps us to avoid racial (**discriminate**)
5. Many of our employees are green (**active**)
6. They take direct action on a wide range of issues. (**environment**)

Exercise 2: Put the suitable words in each gap of the following:

ethical/ unethical/ethics/unethically

1. Retailers say packaging that imitates the style and image of market leader is not wrong and has nothing to do with.....
2. A company is behaving.....if it pollutes the environment.
3. Working condition; the organization “ethics in business” blames the employers and agencies that exploit the workers.

4. “behaviour is good for business”, says Carol Marshall, vice president for ethics and business conduct. “you get the right kind of employees, and it’s a great draw for customers.”

Exercise 3: Put the suitable words in each gap of the following:

labour /environment/exploit/ responsible/ issues/ ethical/ code

My name is Ahmed Mohamed. I manage the world
(1).....investment fund. We follow a very clear
(2).....of conduct when we choose stocks. We only invest in
companies that socially (3).....so we don’t put money into tobacco
companies or arms manufacturers. Green (4).....are very important
to us. We check that our companies are not damaging the
(5).....We invest in some companies that make their products in
countries where (6).....is cheaper, and we make sure that they do
not (7).....their workers.