



## 23BAT606 - SOCIAL PURPOSE OF THE FIRM

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SNS SPINE

## What is Ethics ??

A code of moral standards of conduct for what is "good" and "right" as opposed to what is "bad" or "wrong".

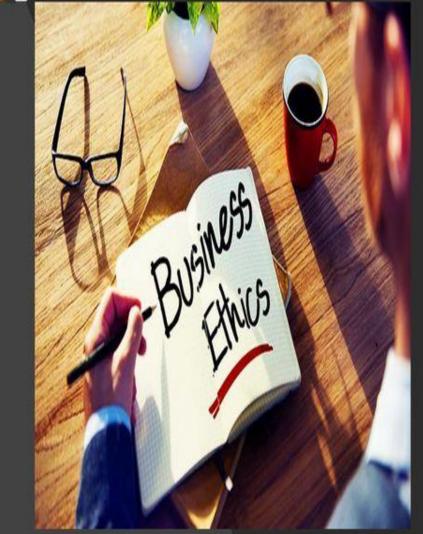














## What is Business Ethics?

Business ethics can be defined as written and unwritten codes of principles and values that govern decisions and actions within a company.

In the business world, the organization's culture sets standards for determining the difference between good and bad decision making and behavior.



## **Definition of Business Ethics**



• According to Andrew Crane,

 "Business ethics is the study of business situations, activities, and decisions where issues of right and wrong are addressed."