



# SNS College of Technology

Coimbatore - 35



## Scope of Ethics – Unit 1 Technical Session

## Scope of Ethics



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**1<sup>st</sup> Indian Institution to Implement Design Thinking Curriculum**

Redesigning Common Mind and Business Towards Excellence



## Points to discuss

- Definition
- Concept & Scope

## Recap

**Ethics – Nature and**

**Characteristics -**

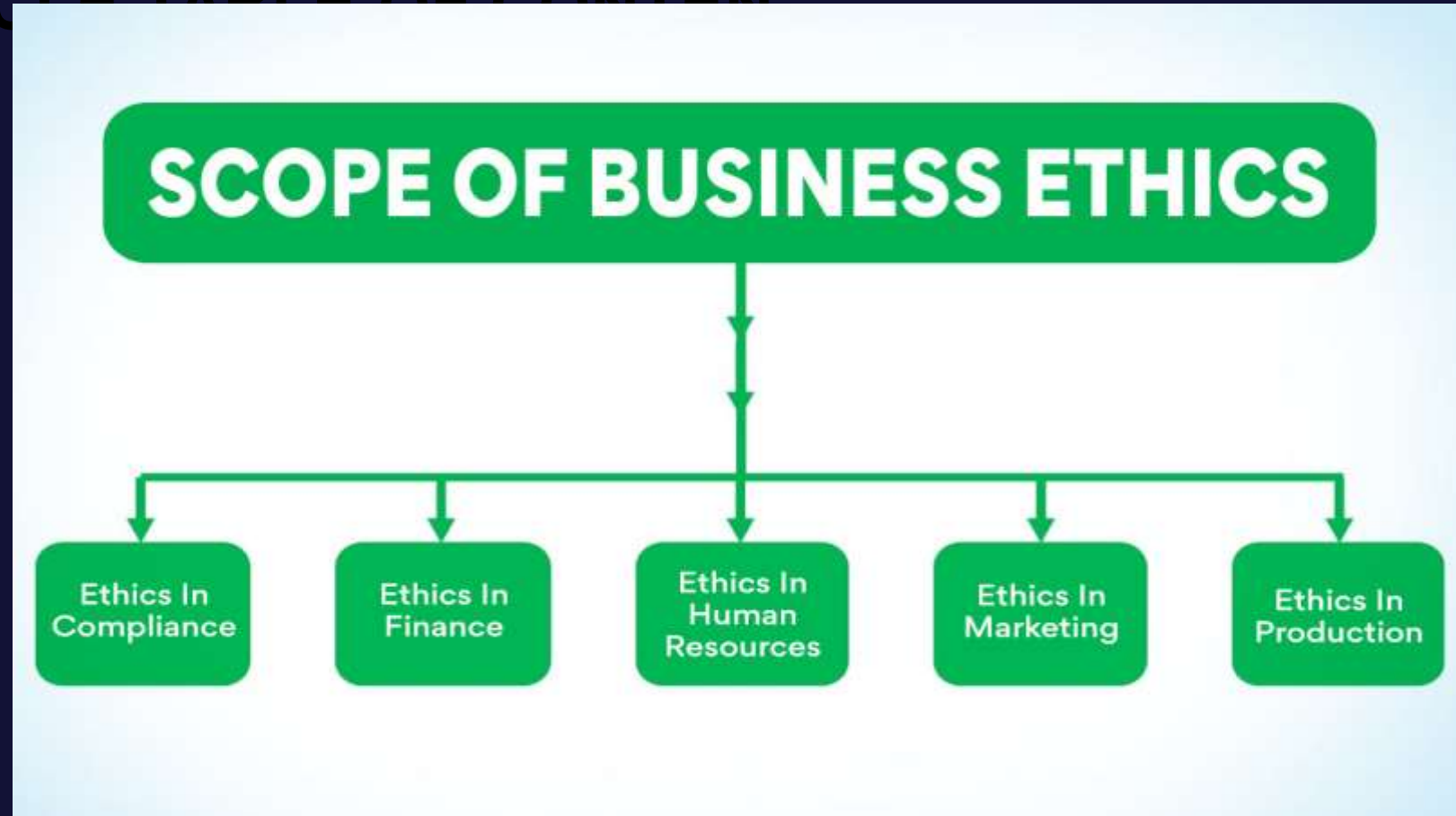
**Benefits of Ethics - Examples**





# Scope of Business Ethics

ARTICLE TABLE OF CONTENT





# Ethics





# Normative



## NORMATIVE ETHICS

Normative ethics is focused on exploring what actions are morally correct or incorrect and how one ought to conduct themselves in various situations.

### DEFINITION

According to Bishai (2021), normative ethics "...is the branch of philosophical ethics that investigates the set of questions that arise when considering how one ought to act, morally speaking" (p. 155).

### TYPES

- **Virtue ethics:** places emphasis on character and values
- **Deontology:** emphasizes the importance of following moral rules
- **Consequentialism:** emphasizes the importance of the consequences of an action



# Ethics and Social Responsibility

The specific objectives of this chapter are:

**EXAMINE** some of the major ethical issues and problems confronting MNCs in selected countries.

**DISCUSS** some of the pressures on and action being taken by selected industrialized countries and companies to be more socially responsive to world problems.





# Assessment

.....Ethics are the principles that govern the behavior of a person or group in a business environment

Ans ?







# Recap Nature and Scope Assessment Exercise





# Reach Us @



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# THANK YOU...