



SNS College of Technology

Coimbatore - 35



23BAT606 &-Social Purpose of the Firm

Unit – I Introduction to Business Ethics



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1st Indian
Institution
to Implement **Design Thinking Curriculum**
Redesigning Common Mind and Business
Towards Excellence



Recap





Guess the topic





Nature of Business Ethics



Nature of Business Ethics

- Contains Rules and Principles
- Voluntary
- Avoids Cheating and Frauds
- Education and Training Required
- Dynamic Concept
- Social Welfare
- New Concept

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Scope of Business Ethics



Ethics in Compliance

Ethics in Finance

Ethics in Human Resources

Ethics in Marketing

Ethics in Production



Important of Business Ethics



Long Term Growth

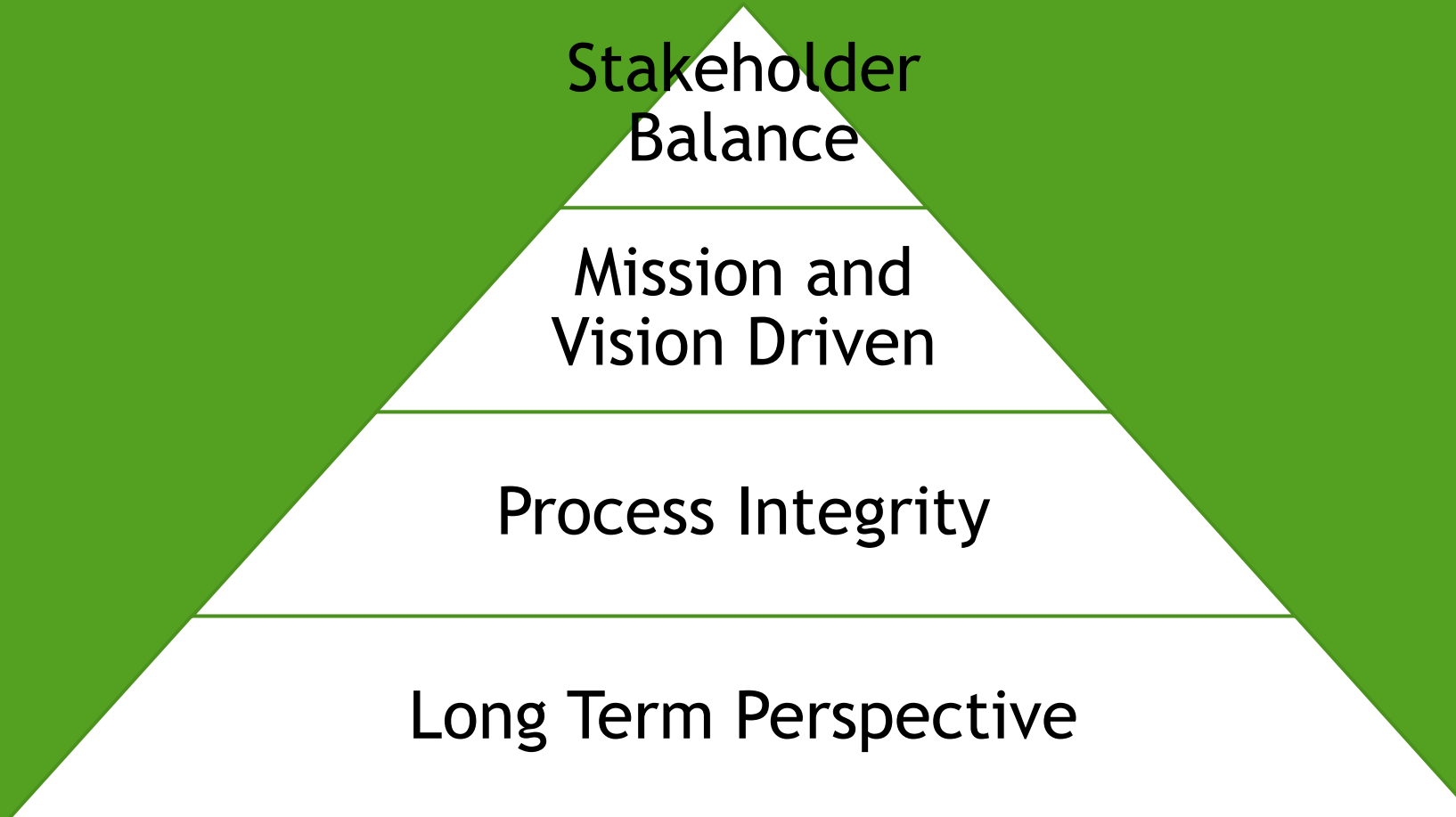
Cost and risk reduction

Anti-Capitalist sentiment

Limited Resources



Characteristics of Business Ethics



Stakeholder
Balance

Mission and
Vision Driven

Process Integrity

Long Term Perspective



Assessment



Although some may criticize the company, Google (NASDAQ: GOOG) regularly makes its policy good: “Do not be evil.” Through its Google Green Program, the company has donated more than \$ 1 billion in renewable energy projects and its own footprint using energy-efficient buildings and public transport.

The company is a strong supporter of open lectures, which can be seen from the frequent conflict with the Chinese government.

Google is also an open supporter of gay rights. Yet all these nails compared to Google’s status as a paragraph for employee benefits.

Naming just a few, Google employees have free healthcare and free medical treatment facilities, free legal advice with discounted legal services, full stock snap pants an unsafe cafeteria (less by world-class chefs, fewer than), and a free on-site nursery.

Through such a star record of social awareness and positive employee relationships, Google today is the best example of Ethics in the corporate world today.



Summary



- **Nature**
- **Scope**
- **Important**
- **Characteristics**





References



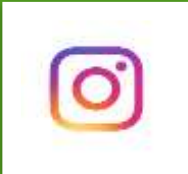
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