



# SNS College of Technology

Coimbatore - 35



## 23BAT606 &-Social Purpose of the Firm

### Unit – I Introduction to Business Ethics



Presented by,  
*Ms. V. Vishnu Priya*  
*Assistant Professor*  
*Department of*  
*Management Studies*

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



# Recap





# Guess the topic





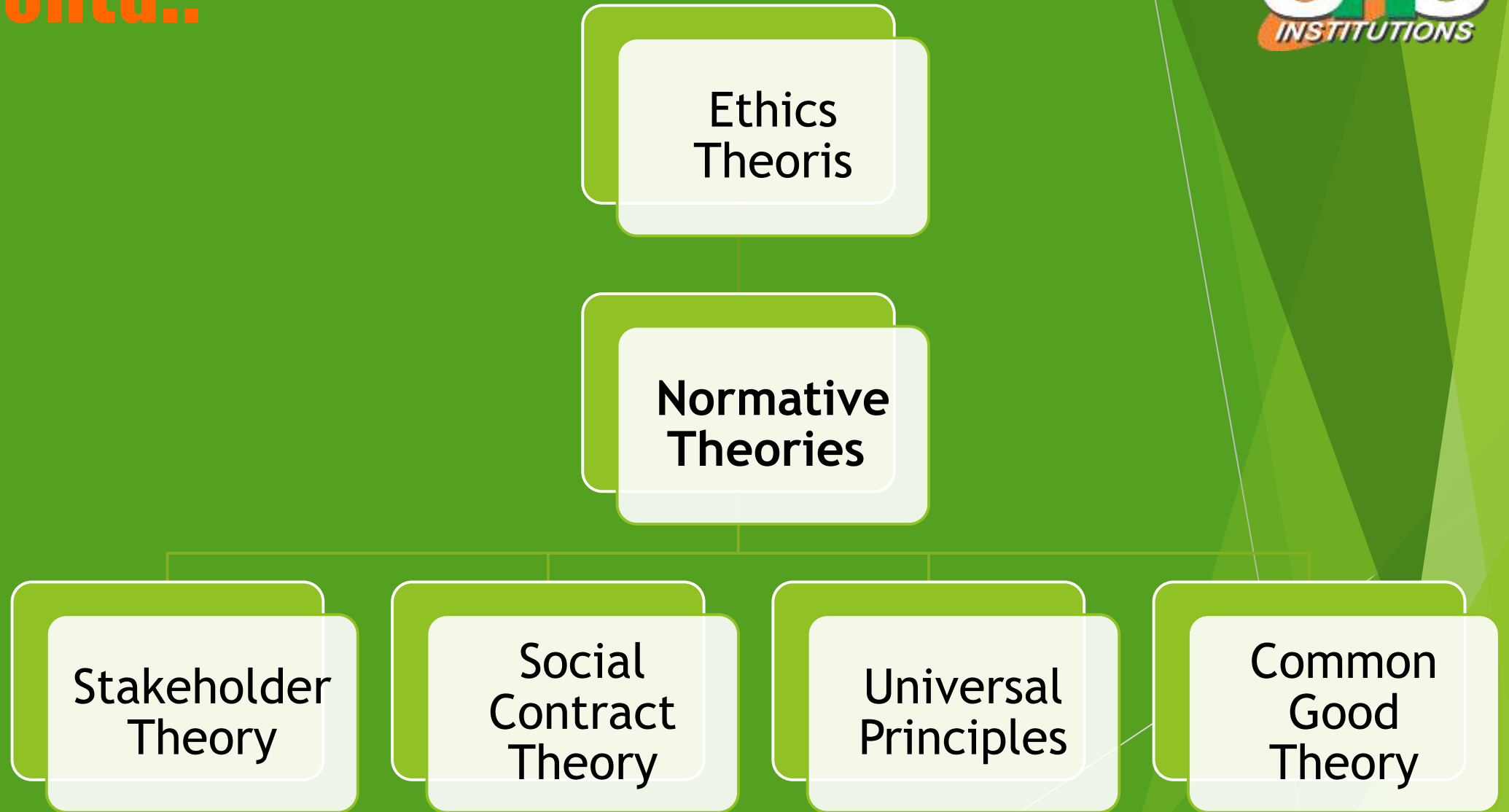
# Ethical Theory



Ethical Theories are attempts to provide a clear, unified account of what our ethical obligations are.



Contd..





# Important of Business Ethics





# Golden Mean



- This theory phrased by Aristotle states that virtues are tendencies to find the **golden mean** between the extremes of too much (excess) and too little (deficiency) with regard to particular aspects of our lives.
- A “**Mean value of solution**” which will be between the extremes of excess and deficiency.



# Right Based Ethical Theory



- The Rights based ethical theory was proposed by **John Locke**. According to this theory, the solution to a problem is by realizing that every person has a right to live.
- The ethics refer to the basic human rights whether they are positive or negative. Everyone has a right to live, liberty and the pursuit of happiness.





# Assessment



The removal of reservation system in education and government jobs, which can really benefit the talented. But this can have an impact on the rights of the minorities - Which ethical theories is this ?



# Summary



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





# References



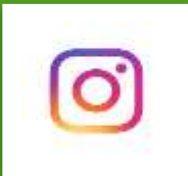
- <https://commercemates.com/scope-of-business-ethics/>
- <https://amitiitism.wordpress.com/2015/03/25/business-ethics-nature-and-scope-college-assgn-01/>



# Reach us@



snsinstitutions



snsinstitutions



snsinstitutions



snsinstitutions



snsinstitutions



shutterstock.com - 115317099