

### SNS College of Technology

INSTITUTIONS:

Coimbatore - 35

### Ethical Decision Making – Unit 2 Technical Session

**Ethical Decision Making** 



Presented by Dr.S.Senthil kumar Design Thinker.



Redesigning Common Mind and Business Towards Excellence





# Points to discuss

Recap

Characteristics - 1

Implications - 1

**Assessment** 





Activities are primarily concerned with production or distribution of goods and services

Business is an important commercial activity which generates money.



#### **Characteristics Continuation**



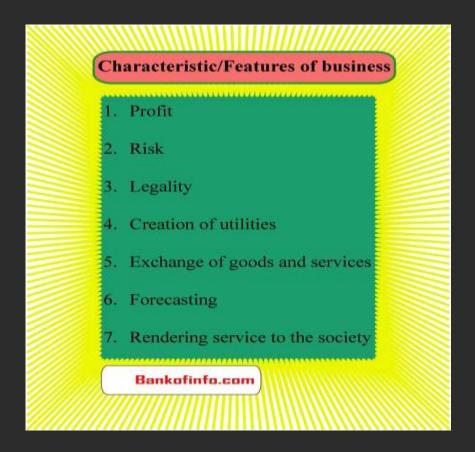
#### Characteristics of Business

- Creation of utilities
- Dealing in good and services
- Continuity in dealing
- Sale, transfer and exchange
- Profit motive
- Element of risk
- Economic activity
- Art as well as science



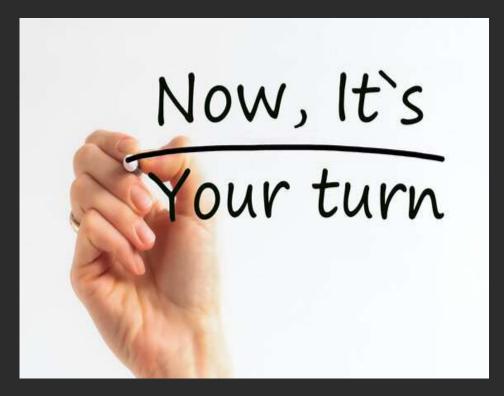


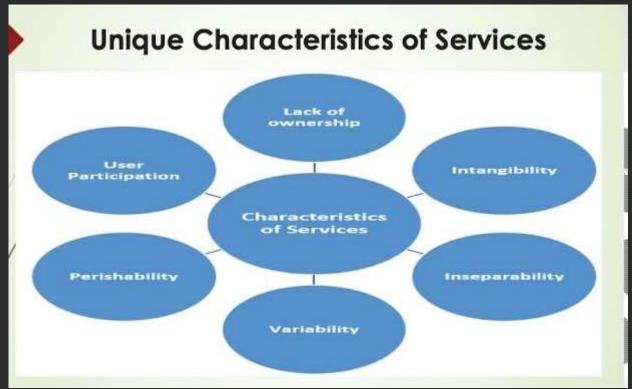
#### Characteristics features of a business

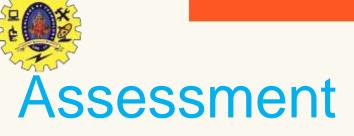














Which is not a component of specific forces of the business environment?

- 1. Customers
- 2. Technological conditions
- 3. Investors
- 4. Employees









### Recap

Meaning
Characteristics
Implications
Assessment
Example





### Reach Us @





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## THANK YOU...