



SNS College of Technology

Coimbatore - 35



Ethical Decision Making – Unit 2 Technical Session

Ethical Decision Making



Presented by
Dr.S.Senthil kumar
Design Thinker.

1st Indian Institution to Implement Design Thinking Curriculum

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

Characteristic/Features of business

1. Profit
2. Risk
3. Legality
4. Creation of utilities
5. Exchange of goods and services
6. Forecasting
7. Rendering service to the society

Bankofinfo.com



Now, It's
Your turn

Unique Characteristics of Services





Assessment



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 @



snsinstitutions



snsinstitutions



snsinstitutions



snsinstitutions



snsinstitutions

**THANK
YOU...**