



Understanding the insinuable role of Business Ethics in Education: A Conceptual reflection with student's Perspective

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ABSTRACT

Business Ethics has an indispensable role in the corporate world. Business ethics are basically joint venture of applied ethics & professional ethics or principles which helps to face ethically in business environments. Business ethics have the key to get royalty & loyalty of the organization/institution. In India lot of practice is require to teach the subject business ethics not only theoretical but by explaining practically in their whole course. The management's colleges have to realize it as social responsibility towards society to generate ethical managers.

The present papers aim to understand conceptually business ethics and different characteristics of ethical behavior. It also highlights selected popular model of ethics thus contemplating on important factors affecting ethics. It also throws light upon strategies for building ethics integrated culture thus creating an effectual and worthy environment for student's community and education at large. Thus, this conceptual attempt will help in understanding the most important areas of setting ethical behavior.

KEYWORDS : Ethics, education, business, ethical outcome, ethical model

Introduction

Business ethics" one of the most important research directions for international business"(Cardy and Servaranjan, 2006; Phau and Kea, 2007). By gaining perfection in this concept one can expedite global business . Ethics means 'science of morals'; branch of philosophy which is related with the moral values, morals, character, and conduct or help to judge between right & wrong (business ethics by C.S.V Murthy 2006 2nd edition pg3).Business ethics according to Keith Davis and associates, ethics are confirmed rules that tells right and wrong conduct, it also

Every day in the newspaper there are so my news regarding the scam. Indian coal scam, 2G spectrum scam,Wakf board land scam, Common wealth game scam, Satyam scam, Bofors scam, Harshad Mehta & Ketan Parekh stock market scam are few examples which raise a question why these scam happen? How such type of scandals can be controlled? These types of scams are obstacle for the development of country. Cultural diversity, diverse moral requirements in various communities, communication at workplace and corporate social responsibilities are issues which shows the need of ethics.

Need of teaching Ethics in terms of society

Business has done for society, to society & the society. It is the sub part of society. Business contributed towards the welfare of society & having strong corporate governess earn loyalty & also have capability to meet the expectation of public. Avoid social harm, safe society from others by following standards and preserve dignity & integrity. Business done for the welfare of society is more populated by the society. Waddock et al., (2002) said, "When a firm's behavior is perceived as unethical or inappropriate within the system of values of society, that company and its devices and services are likely to be rejected as illegitimate, endangering the survival of firms". As per Robert Kreitner in his book Management" says "Highly publicized accounts of corporate misconduct in recent years have led widespread cynicism about Business Ethics"

Business is running according to the public demand & thinking. Following points clear its requirement in the business:-

- For Development & sustainability of business.
- To get loyal customer.
- Competes in the market
- To create brand image.
- Long term survival.
- Prove as a responsible corporate unit.
- To gain International image.
- Preserve from scandals.

A business is responsible for all its actions. Business ethics are the

essential part of a business. Good Corporate governance and ethical behavior aids the reputation of company. The institutions and companies who followed ethical behavior are more trusted & populated by society. Executives have compulsion to follow business ethics, safe themselves from scandals.

Literature Review

Following Crane Matten (2007, p.5) define business ethics as the study of business condition, activeness and verdict where issue of right & wrong are required. In 2008 (p242) Carroll and Bucholtz stated "business ethics is concern with good and bad or right and wrong behavior and practices that take place within a business context". Carroll (1979) argue that a firm has social responsibilities of a firm is economic and concerned with firm's financial progress. A company not making a profit will be out of business. However, Suchman (1995) also suggest that acting ethically is also a necessary condition for a business to stay in market.

Scholars such as Fulmer (2004), Jennings (2003) and Neubert, Wu and Roberts (2013) seem to all agree that ethical leadership encourages ethical conduct in its true sense by practicing as well as managing ethics and holding everyone accountable for their own behavior.

There are some questions "How can ethics be taught to business students so that effective learning take place (Sims, 2002, p 393) "Ethics can't be taught" by Forbes in 1987. It believes ethics cannot be taught because it is developed at early stage and cannot be changed by Churchill,1982. Many researches has been done which show the relation between ethical values during college and behavior in the work place (Nois and Swift, 2001).

Qualities of Ethical decision making

There are 12 ethical qualities to which helps to become an ethical executive. These are:-**Honesty:** Honesty brings trust, transparency, openness, fairness & intent. It also define the character i.e. what you are?

Integrity: Integrity is the basic part which helps to built truth & tells about the character. It is the combination of thinking, speaking & doing action .Executives has to maintain the integrity.

Promise keeping: Be on your commitments. Do ethical decision making.

Respect for others: Treat equally with respect and importance despite of sex & origin.

Commitment to excellence: Productivity is never an accident it

is always the result of commitments to excellence intelligent planning, and focused effort. Perform duties and responsibilities in perfect way.

Ethical leadership: Leaders are the special person for employees. By taking ethical decision the healthy working environment of an organization can be achieved.

Loyalty: Be loyal towards the company & employee. The secret information should not be passed to anyone for personal profit.

Reputation & moral development: An ethical executive knows very well how to create the reputation by doing ethical decision making. Boosting the morale of employee increases the motivation & enthusiasm for achieving the vision of company.

Law abiding: Follow the rules, regulations & law built good image in society.

Caring & fairness: Possess above all qualities & take decision which should be in favor of stakeholder. Must be open minded & having capability to take solid action when required.

Rights & duties: Responsible towards rights & duties. In democracies, people have right to vote but with this they also have responsibility to vote for right candidate.

Justice: The opinion of an executive would be fair.

Strategies for setting Ethical Behavior

There are some guidelines/ suggestions for the institute to create & encourage ethical behavior among the students.

Before starting the session the institution has to define the standards for the course, workload & ethical assurance. The objective of study should improve the skills, knowledge and abilities of students. Its institution's ethical responsibility that the student's time, effort and money put in such a way that it would create their development, grow & learn. Assignments should be such that it encourage learning.

It has been long established that institutional honor codes can be effective deterrents to academic dishonesty (McCabe, Trevino & Butterfield, 2001; Whitley & Keith-Spiegel, 2001). Creating high standards and communicating expectation for ethical behaviors, discourage cheating (Hollinger & Lanza-Kaduce, 2009; McCabe et al., 2006). Online quizzes or Examinations present special difficulties (Young, 2010).

Preventing plagiarism by construct assignments that make plagiarism difficult, educate them about it, give them specific instructions on proper paraphrasing. It has been proved that giving explicit instruction and practice pays off (Barry, 2006; Landau, Druen, & Arcuri, 2002; Walker, 2008). The other methods may include discussing and analyzing real world ethical dilemmas, using role play, establishing an ethical climate in the college.

The other ethical decision making model called Realm-Individual process-situation (RIPS) Model of ethical decision making helps to take the ethical decision.

According to this model it has four steps :

- Recognize and define the ethical issues
- Reflect
- Decide the right thing to do
- Implement

Apart from this certain other important points include understanding primary source of ethics (Law order & regulation, basic national values, Traditional values & personal values), institutional Pressure, university experience, academic context.

Implications of Study

Thus, from the study in a confined way it is understood that it is not possible to isolate ethics from education and after realizing the rising competition, expectation from corporate for ready and skilled workforce which has talent and is accountable along with being competitive and committed it is important that the GenY and the upcoming generation need to realize the ways and means to remain in competition and parallelly understand the role of ethics in becoming a multi-faceted professional.

It is the educational institutions which play a pivotal role in creating an environment and transferring these necessary skills and traits in students and the future workforce from beginning. Thus, equal role is of the academic places to realize, transfer and execute through routine system of these traits in such a way which will help in building strong moral conduct and character of students and helping them realize the significance of these attributes in building future workforce. Irrespective of the competition one cannot compromise with the virtues and principles in life which helps us in keeping a balance between profit and real life motives these virtues only help in building strong citizenship behavior and create strong committed workforce.

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