



# **Business Ethics**

- *The word 'ethics' is derived from the Greek word 'ethos' meaning character, ideals, norms or morals prevailing in society.*
- *It is concerned with what is right and wrong in human behavior.*
- *Ethics can be viewed as an entire body of moral values that society attaches to the actions of human beings.*
- *Ethics concerns itself with relationship between business objectives, practices and techniques and the good of society.*

# Corporate\_Governance

- Refers to the set of systems, principles and processes by which a company is governed
- It is based on conducting business with integrity and fairness, making all disclosures and decisions complying with the laws of the land and conducting business in ethical manner



CORPORATE  
GOVERNANCE...

# Benefits of Corporate Governance

1. **Creates overall market confidence and long term trust**
2. **Increases share prices**
3. **Ensures integrity of financial reports**
4. **Limits liability by top management**
5. **Improves strategic thinking**



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# Limitations of Corporate Governance

1. Costs of Monitoring
2. Easily Corruptible
3. Family-Owned Companies



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