

“Business ethics & ethos”

Introduction.

Ethics: meaning & definition

The word “ethics” is derived from the Greek word “ethos” which refers to character, guiding beliefs, standards or ideals that pervade a group, community or people. In the present context, ethics is used in two ways:

- 1. As a field of study,*
- 2. As a behavioral pattern.*

As a field of study, ethics is that branch of philosophy which is concerned with moral human character & conduct. It prescribes mass moral principles that define what ought to be. As a behavioral pattern, ethics relates to behavior that is ethical.

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In simple words ethics is a set of standards, or a code, or value system, work out from human reason & experience, by which human actions are determined as ultimately right or wrong, good or evil. It is the science of the supreme ideal of human life.

According to Mackenzie, “ethics is the study of what is right or good in human conduct”.

“Values”

A value system is viewed as relatively permanent perceptual framework which influences the nature of an individual's behavior. Values are similar to attitudes but are more permanent & well built in nature.

values are so embedded that they can be inferred from people's behavior & perception, personality & motivation. They are relatively stable & enduring. This is because of the way in which they are originally learnt. The values learnt can be divided into two broad categories:

- λ Terminal values.*
- λ Instrumental values.*

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Terminal values leads to ends to be achieved. For instance comfortable life, family security etc, terminal values reflect what a person is ultimately striving to achieve whereas instrumental values relate to means for achieving desired ends like ambition, courage, honesty etc. instrumental values reflect how the person gets there.

Characteristics of value

- λ **Part of culture:** values are elements of culture, culture is complex of values, ideas, attitudes & other meaningful symbols to shape human behavior in the society.
- λ **Learned responses:** human values represents learned phenomenon. Unlike other animals, human being have to learn almost everything about human from experience because they live in society having certain cultural characteristics.
- λ **Inculcated:** values are inculcated & are passed through generation to generation.
- λ **Social phenomenon:** cultural habits are shared by aggregates of people living in organized society.
- λ **Gratifying responses:** values must exist to meet the biological & other needs of individuals in the society.
- λ **Adaptive process:** culture is adaptive, either through a dialectical process or evolutionary process.

Universal lists of values.

- λ Fearlessness.*
- λ Purity of heart.*
- λ Devotion of knowledge.*
- λ Charity.*
- λ Sacrifice.*
- λ Self-study means one should not only read the books but must be able to observe, analyze & realize the truth.*
- λ Consistency of purpose.*
- λ Uprightness.*
- λ Harmlessness.*
- λ Truth.*

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- λ *Even temper.*
- λ *Quietude i.e. when the person is conscious of truth, harming none .*
- λ *Unmalicious tongue.*
- λ *Tenderness towards beings.*
- λ *Non- covetousness i.e. to remain in self- control without extreme indulgence.*
- λ *Gentleness.*
- λ *Modesty.*
- λ *Not unnecessarily moving the limbs i.e. restlessness of mind & unsteadiness of character.*
- λ *Patience.*
- λ *Fortitude: it is the strength of faith, conviction in the goal.*

Human values & economic prosperity

Human values lay the foundation for economic prosperity of particular country. The government & private sector, both are responsible for economic prosperity of country. Profit maximization is a good business goal but too often it is treated as major & human values are ignored.

In the modern day world it is generally believes that if one has to be successful in material it has to ignore the human values that should be imbibed in business. The values & money are considered as two different identities but in actuality both are two sides of a coin. Values based business always survives more than an unethical business stream.

Characteristics of human values

- λ *Humanistic values must be secular, democratic & pluralistic.*
- λ *They must be global.*
- λ *They must be based on familial ethic.*
- λ *Values should support brotherhood.*
- λ *Humanistic values can be taught through education.*

“Gandhi an concept of Sarvodaya”

Sarvodaya means, “ development of all”. The recent trends of planned change have seen many developmental programs not only in india, but also in other developing countries. One of the reasons for the failure of various models of modernization is the insensitivity of the policy makers the implementation of the policies in local culture.

Intuition & reason

λ *Intuition means the ability to know, by one's feeling rather than considering the facts or one can say "an idea or a strong feeling that is true although one cannot explain why".*

Whereas Reason is collectively those facilities of the mind which engage in such activities as forming judgments, making decisions, solving problems, explaining, generating general principles & giving particular examples.