



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

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New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

COURSE NAME : 19MC003 - ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE

III YEAR /VI SEMESTER

UNIT II – Protection of Traditional knowledge

Topic 7: Traditional value and ethics



Values

- Values are principles or standards of behaviour; one's judgement of what is important in life.
- Important and lasting beliefs or ideals shared by the member of a culture about what is good or bad and desirable or undesirable. Values have major influence on person's behaviour and attitude and serve as broad guidelines in all situations. Some common business values are fairness, innovation and community involvement. Values provide the basis for judgments about what is important for the individual/organization to succeed in the life/its core business.
- Examples of values includes four organizational **values**-loyalty, duty, selfless service, and integrity-and four individual **values**- commitment, competence, candour, and courage.



- values are acquired in childhood and manifest themselves on our campuses as permanent perceptions that shape and influence the nature of our behaviours.
- Values involve emotion, knowledge, thought, and ultimately choice of response.
- Values vary between individuals and, because values govern behaviour, they colour the way individuals view and respond to their world.
- It is important to understand the impact values have on choice. While values can, and do, change over time, they represent a significant component of personality.



Ethics

- Ethics refers to the study of good and evil, right and wrong, just and unjust actions of people.
- Ethics as a matter of fact deal with certain standards of human conduct and rules.
- It deals with the ideals involved in human conduct.
- To behave ethically is to behave in a manner that is consistent with what is generally considered to be right or moral. Ethical behavior is the bedrock of mutual trust



Cont....

- Derived from Greek word ethikos meaning custom or character
- Oxford dictionary defines it as a code of behaviour considered correct.
- The basic concepts and fundamental principles of decent human conduct. It includes study of universal values such as the essential equality of all men and women, human or natural rights, obedience to the law of land, concern for health and safety.
- An area of study that deals with ideas about what is good and bad behaviour : a branch of philosophy dealing with what is morally right or wrong.
- Ethics is the discipline that examines one's moral standards or the moral standards of the society.

Definition

Ethics are **moral guidelines** which govern **good behaviour**.

So behaving ethically is **doing what is morally right**

Behaving ethically in business is widely regarded as good business practice. To provide you with a couple of quotes:

**"Being good
is good
business"**



Dame Anita Roddick
(1942-2007)

**"A business that
makes nothing but
money is a poor
kind of business"**



Henry Ford



Values, Culture and ethics

- Values are personal in nature
- High values leads to objective and fair decision making.
- It varies from manager to manager
- Modification of values are required for successful strategy formulation
- All these terms are interrelated
- Each culture has its own ethical practices
- Study of culture is inevitable for studying ethics



Business Ethics

- Right or wrong in the workplace.
- It does not differ from generally accepted norms of good or bad practices.
- If dishonesty is considered to be unethical in the society, then any business person who is dishonest with any stakeholder is assumed to be unethical.



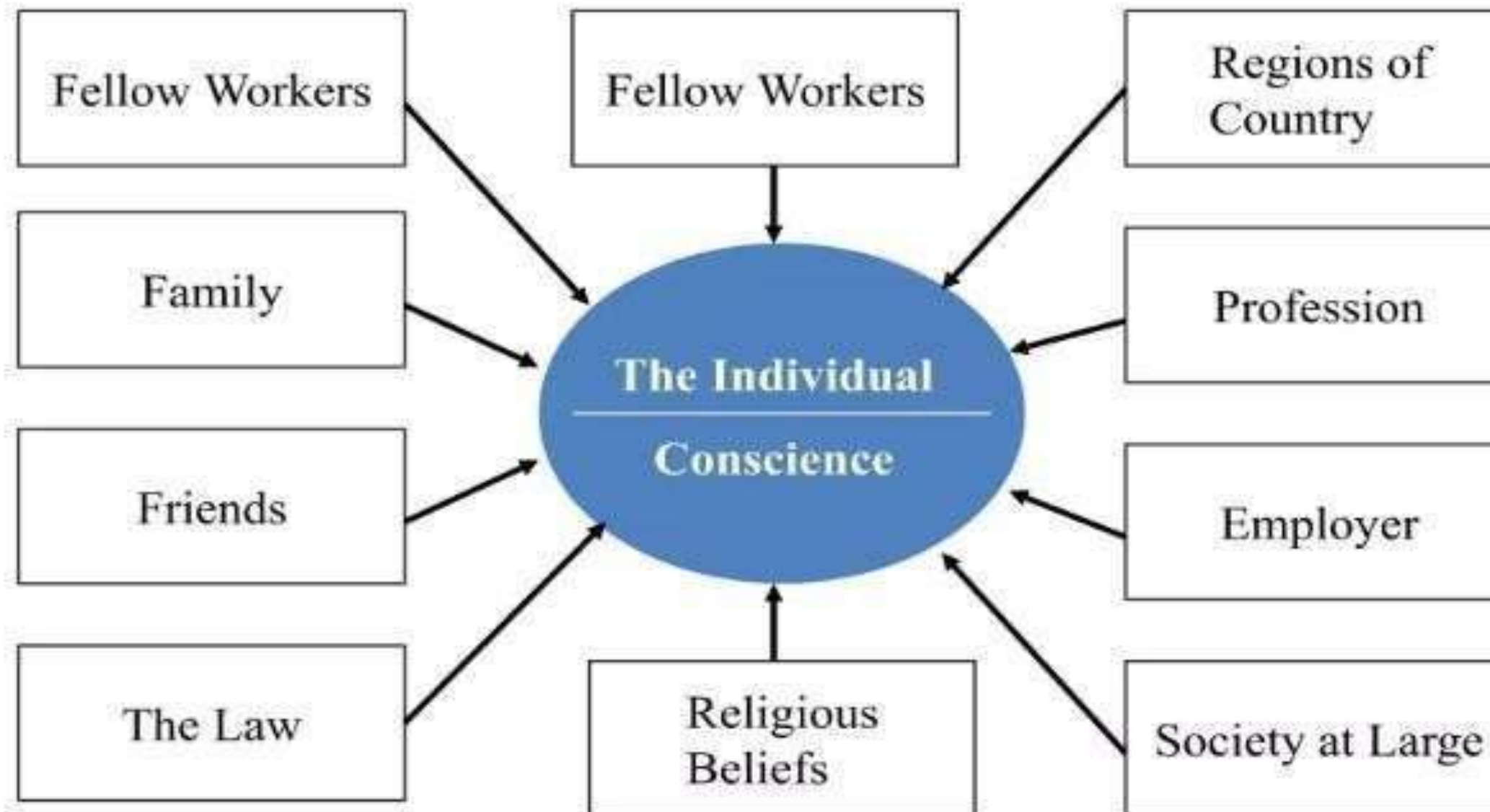
Theories of ethics

- Theory of moral unity
 - Business actions should be judged by the general ethical standards of the society. There exists only one set of ethical standards.

Theory of amorality

It says that actions of businesspeople need not be guided by general ethical standards. It depends on the person and the situation and all those actions are distilled by the market

Sources of Ethical Norms





Ethics and the Law

- Law and ethics have a common aim- defining proper and improper behaviour.
- Law often represents an ethical minimum
- Ethics often represents a standard that exceeds the legal minimum.
- Legal rules help promote ethical behaviour in organisations.



Acts in India

- F E M A 1999
- The Companies Act 1956
- The competition Act, 2002
- The consumer protection act, 1986
- The environment protection act, 1986
- The essential commodities act, 1955



Ethics and Morality are different:

- Ethics – a kind of investigation and includes both the activity of investigating and the results of that investigation.
- Morality is the subject matter that ethics investigates.



Thank You