

GRADUATE SCHOOL OF BUSINESS AND ENTREPRENEURSHIP



English in business communication skills:

Lesson 8

Business ethics

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CONTENT:

1. Business ethics;
2. Professional behavior;
3. Social issues;
4. Environmental issues;
5. 20 environmental problems that our world is facing today



Business ethics

Business ethics is defined as the ethical principles that guide the decisions and conduct of individuals and organizations. It is a set of standards for businesses to follow when dealing with their customers, employees, partners, and other stakeholders.

2 types of business ethics:

corporate ethics

individual ethics.

Business Ethics



<https://www.educba.com/business-ethics/>

Business ethics is important because it helps maintain a good reputation for businesses and encourages ethical decision-making throughout the organization. Good business ethics can also help businesses gain a competitive advantage by improving customer relationships and creating a positive work environment.



<https://www.wallstreetmojo.com/business-ethics/>



Furthermore, businesses that practice ethical business practices will often experience increased profitability and efficiency. Business ethics is important not only for businesses but also for society as a whole. Ethical businesses contribute to the overall health and welfare of the communities in which they operate. Ethical businesses are more likely to pay taxes and provide quality goods and services. Additionally, ethical businesses are more likely to respect the rights of employees and adhere to labor laws.

<https://greatpeopleinside.com/the-disadvantages-of-business-ethics-worldwide/>

In conclusion, business ethics is an important part of any organization. It ensures that businesses are acting responsibly and with respect for their customers, employees, partners, and other stakeholders. It is also important for society as a whole, as ethical businesses contribute to the overall health and welfare of the communities in which they operate.



<https://www.forbes.com/sites/betsyatkins/2019/02/07/business-ethics-and-integrity-it-starts-with-the-tone-at-the-top/?sh=54f0cdd457c6>

Professional behavior

Some professions have a **code of ethics** or **code of conduct** – rules or **professional guidelines** that Control the way they behave. Behaviour may be described as **ethical** or **unethical**. It may also be Described as **professional** or **unprofessional**.

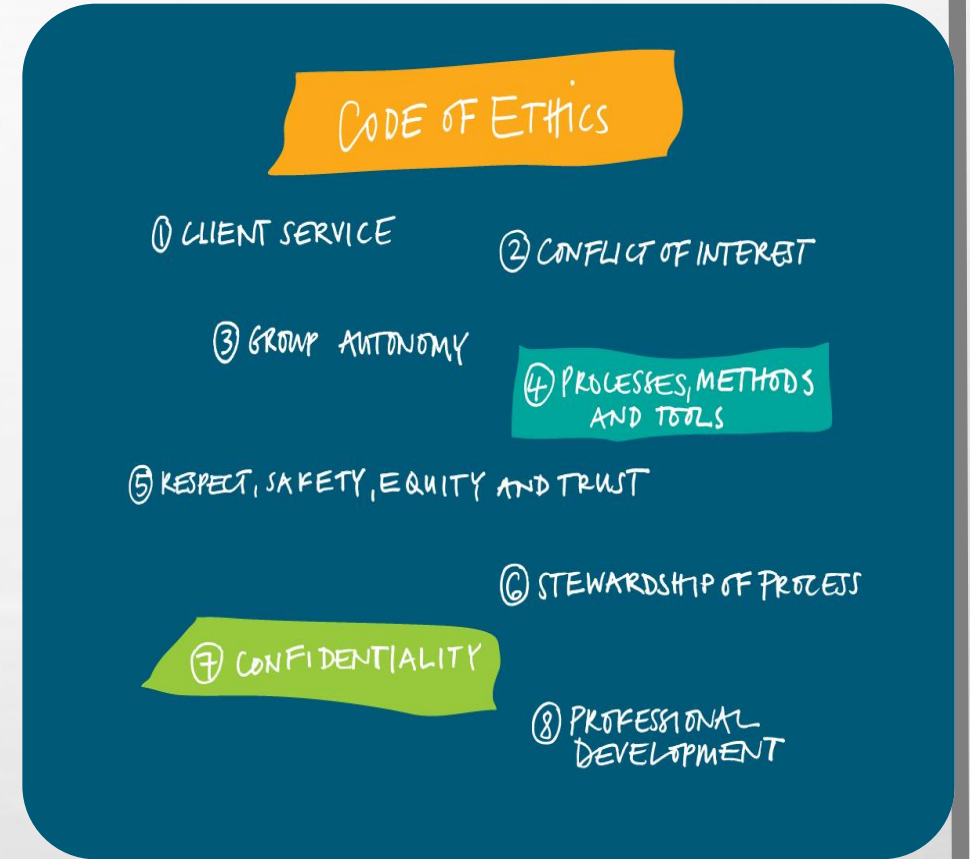
If there are **breaches** in the rules and they are broken, those responsible are guilty of **unprofessional Conduct**.

Companies also have codes of conduct, of course, but talk increasingly about **corporate social Responsibility (CSR)**. With CSR, companies are establishing systematic rules for their behaviour on **moral, social and environmental issues**.

What is a code of ethics?

A code of ethics is a guide of principles designed to help professionals conduct business honestly and with integrity. A code of ethics document may outline the mission and values of the business or organization, how professionals are supposed to approach problems, the ethical principles based on the organization's core values, and the standards to which the professional is held.

A code of ethics, also referred to as an "ethical code," may encompass areas such as business ethics, a code of professional practice, and an employee code of conduct.



<https://www.iaf-world.org/site/pages/statement-values-code-ethics-0>

What is corporate social responsibility (CSR)?

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental.

To engage in CSR means that, in the ordinary course of business, a company is operating in ways that enhance society and the environment instead of contributing negatively to them.



https://www.researchgate.net/figure/Corporate-social-responsibility-CSR_fig2_333660806

Moral issues

Moral issues is about being fair and honest. You should be thinking about what is 'right' for the consumer. For example a moral designer should be considering the safety of potential users as a high priority as well as making sure they don't feel uncomfortable or come to any harm. People with strong morals are honest and decent and will put other people before their own personal gain.

MORAL ISSUES

- talk about values, judgment, behavior, custom and habit



<https://www.slideshare.net/meriamgudes/determine-various-socialmoral-and-economic-issues-in-the-texts-listened-to>

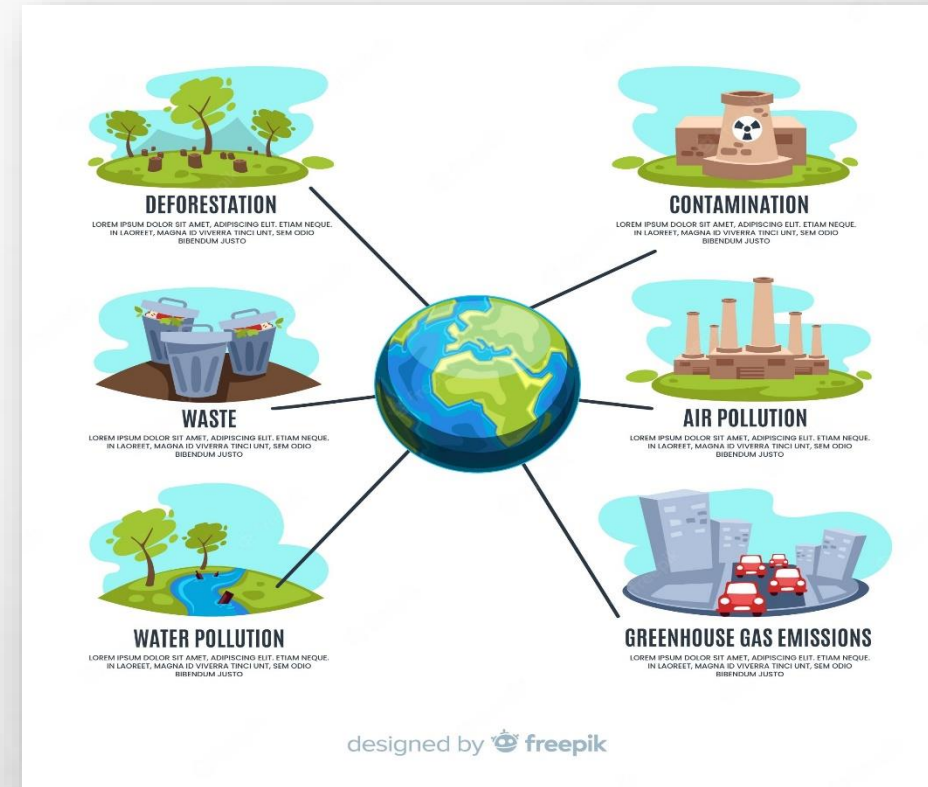


<https://www.legit.ng/1206949-current-environmental-issues-nigeria-solutions.html>

Environmental or **green issues** are of course very important. The most Important of these is **carbon emissions**, the amount of carbon dioxide produced by industry that contributes to **global warming** or **climate change** – the way that the atmosphere is getting hotter and causing warmer temperatures, more storms, etc. Businesses are trying to reduce their **carbon footprint** – the level of these emissions – to show that they are **carbon-neutral**, so that emissions that they do produce are compensated for by reductions elsewhere: this is known as **carbon offset**.

20 environmental problems that our world is facing today

Our environment is constantly changing. There is no denying that fact. However, as our environment changes, so does the need to become increasingly aware of the problems that surround it. With a massive influx of natural disasters, warming and cooling periods, different types of weather patterns and much more, people need to be aware of what types of environmental problems our planet is facing.



https://www.freepik.com/free-vector/flat-global-environmental-problems-infographic_4734297.htm

1. Pollution

There are 7 key types of pollution – air, water, soil, noise, radioactive, light and thermal and these are primary causes that affect our environment in many ways. All these types of pollution are interlinked and influence each other. Therefore we need to tackle all of them together.

2. Soil degradation

Globally, food security depends on the factor whether or not soils are in good condition to produce crops. According to UN estimates, about 12 million hectares of farmland a year get seriously degraded.

3. Global warming

Climate changes like global warming are the result of human practices like the emission of greenhouse gases. Global warming leads to rising temperatures of the oceans and the earth' surface causing natural disasters that include flooding, melting of polar ice caps, rise in sea levels and also unnatural patterns of precipitation such as flash floods, hurricanes, wildfires, drought, excessive snow or desertification.

4. Overpopulation

The population of the planet is reaching unsustainable levels as it faces a shortage of resources like water, fuel and food. Population explosion in less developed and developing countries is straining the already scarce resources.

5. Natural resource depletion

Another crucial current environmental problem is the depletion of natural resources. We, humans, use so many natural resources that it would need almost 1.5 earth to cover all our needs.

6. Generating unsustainable waste

The huge production of waste due to our hyper consumption is a major threat to the environment. As per the study, the average person produces 4.3 pounds of waste per day, and the US alone accounting for 220 million tons a year.

7. Waste disposal

The overconsumption of resources and the creation of plastics are creating a global crisis of waste disposal. Developed countries are notorious for producing an excessive amount of waste or garbage and dumping their waste in the oceans and less developed countries.

8. Deforestation

Our forests are natural sinks of carbon dioxide and produce fresh oxygen, as well as helps in regulating temperature and rainfall. At present, forests cover 30% of the land, but every year tree cover is lost, amounting to the country of Panama due to the growing population demand for more food, shelter and cloth. Deforestation simply means clearing of green cover and make that land available for residential, industrial or commercial purposes.

9. Polar ice caps

The issue of the melting of polar ice caps is a contentious one. Although NASA studies have shown that the amount of ice in Antarctica is increasing, however, this increase is only one-third of what is being lost in the arctic.

10. Loss of biodiversity

Human activity is leading to the extinction of species and habitats and loss of biodiversity. Ecosystems, which took millions of years to perfect, are in danger when any species population is decimating.

11. Climate change

Climate change is yet another environmental problem that has surfaced in the last couple of decades. It occurs due to the rise in global warming, which happens due to the increase in temperature of the atmosphere burning fossil fuels and the release of harmful gases by industries.

12. Ocean acidification

It is a direct impact of excessive production of CO₂. 25% of total atmospheric CO₂ is produced by humans. The ocean acidity has increased by the last 250 years, but by 2100, it may shoot up by 150%. The main impact is on shellfish and plankton in the same way as human osteoporosis.

13. The nitrogen cycle

We often ignore the effects of the use of nitrogen by humans. Nitrogen is a crucial component of all life. Problems occur when the nitrogen cycle is not balanced.

14. Ozone layer depletion

The ozone layer is an invisible layer of protection around the planet that protects us from the sun's harmful rays. The depletion of the crucial ozone layer of the atmosphere is attributed to pollution caused by chlorine and bromide found in Chloro-fluoro carbons (CFCs). Once these toxic gases reach the upper atmosphere, they create a hole in the ozone layer, the biggest of which is above the Antarctic.

15. Acid rain

Acid rain occurs due to the presence of certain pollutants in the atmosphere. Acid rain can be caused due to combustion of fossil fuels or erupting volcanoes or rotting vegetation which releases sulfur dioxide and nitrogen oxide into the atmosphere.

16. Water pollution

Clean drinking water is becoming a rare commodity. Water is becoming an economic and political issue as the human population fights for this resource.

17. Overfishing

Overfishing affects natural ecosystems severely and leads to an imbalance of ocean life. Around 63% of global fish stocks are estimated to be overfished. Overfishing caused fishing fleets to migrate to new waters that would further deplete the fish stocks.

18. Urban sprawl

Urban sprawl refers to the migration of population from high-density urban areas to low-density rural areas, which results in the spreading of the city over more and more rural land.

19. Public health issues

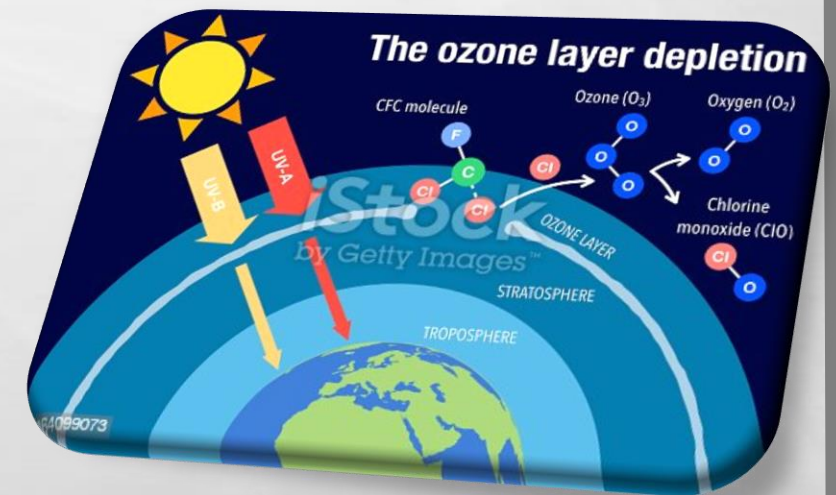
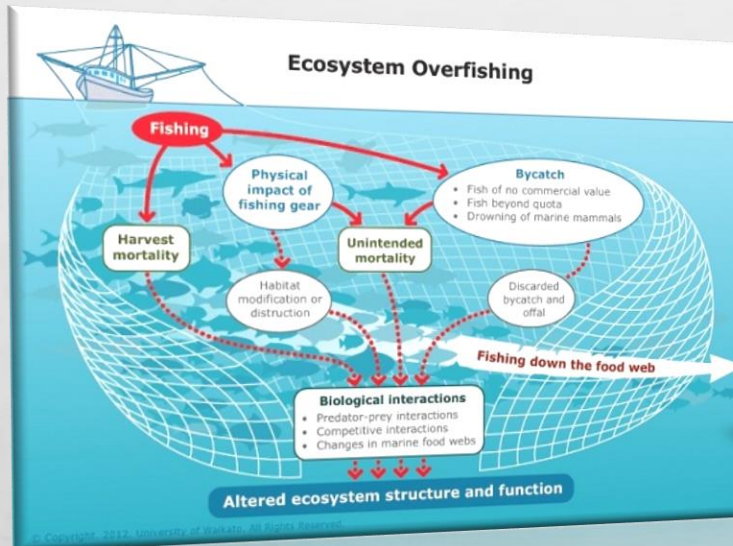
The current environmental problems pose a lot of risk to the health of humans and animals. Dirty water is the biggest health risk in the world and poses a threat to the quality of life and public health.

20. Genetic engineering

Genetic modification of food using biotechnology is called genetic engineering. Genetic modification of food results in increased toxins and diseases as genes from an allergic plant can transfer to the target plant. Genetically modified crops can cause serious environmental problems as an engineered gene may prove toxic to wildlife.

The need for change in our daily lives and the movements of our government is growing. Since so many different factors come into play, such as voting, governmental issues, the desire to stick to a routine, many people don't consider that what they do will affect future generations.

If humans continue moving forward in such a harmful way towards the future, then there will be no future to consider. Although it's a fact that we cannot physically stop our ozone layer from thinning (and scientists are still having trouble figuring out what is causing it exactly), there are still so many things we can do to try and put a dent in what we already know.



<https://eschool.iaspaper.net/causes-overfishing/>

<https://www.dw.com/en/germanys-waste-problem-recycling-isnt-enough/a-43967997>

[vector/the-ozone-layer-hole-gm1364099073-435414970?phrase=ozone+layer+hole](https://www.gettyimages.com/detail/vector/the-ozone-layer-hole-gm1364099073-435414970?phrase=ozone+layer+hole)

By raising awareness in your local community and within your families about these issues, you can help contribute to a more environmentally conscious and friendly place for you and your future generations to live.



LET'S **SAVE**
THE WORLD
TOGETHER
CONSERVE
ENVIRONMENT

<https://www.facebook.com/jendequintos/posts/environmental-conservation-and-action-campaign-seek-to-protect-and-maintain-the-/335232481149889/>

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Thank you for attention!