

**SIR C.R.REDDY COLLEGE, ELURU
ENTREPRENEURSHIP CELL**

**Programme Report on
Awareness Program on Business Ethics**

Name of the Programme	:	Awareness Program on “Business Ethics”
Date of the Programme	:	13 th February, 2020 (Thursday)
Time	:	10.30Am.
Venue	:	P.G. Courses Seminar Hall
Resource Person	:	Prof. Pulapa <i>Subba Rao</i> Vice Chancellor Millennium University Blantyre, Malawi
Organized By	:	Sir C.R.Reddy College P.G Courses Eluru
Welcoming the Guests By	:	Ms. S.Vinutha Valli, III Semester
Welcoming Address By	:	Dr. G.V.Jagapathi Rao Professor & Director Dept. of MBA
Opening Remarks	:	Dr. R. Raghu Head, P.G. Department of Commerce

Address by Resource Person : Prof. Pulapa *Subba Rao*

Employees of a small business act unethically or their actions are perceived as being unethical, these companies risk losing the confidence of their investors and customers. ... A business ethics awareness training program can help ensure all employees understand what constitutes ethical and unethical behaviour

A business ethics program helps owners and managers improve their business performance, make profits, and contribute to the economic progress of their communities by meeting the reasonable expectations of their stakeholders.

Promoting Workplace Ethics

- Be a Role Model and Be Visible. Employees look at top managers to understand what behavior is acceptable. ...

- Communicate Ethical Expectations. ...
- Offer Ethics Training. ...
- Visibly Reward Ethical Acts and Punish Unethical Ones. ...
- Provide Protective Mechanisms.

Business Ethics for Executives

- ❖ Honesty.
- ❖ Integrity.
- ❖ Promise-Keeping & Trustworthiness.
- ❖ Loyalty.
- ❖ Fairness.
- ❖ Concern for Others.
- ❖ Respect for Others.
- ❖ Law Abiding.

In the case of ethics training for employees, you might consider focusing on one or more of the following areas:

- Ethical conduct, both in and out of the office.
- Customer privacy and data protection.
- Company code of ethics.
- Common ethical dilemmas.
- Company culture.
- Customer relations.
- Regulatory and compliance training.

Six Tips on How to Implement a Strong Ethics Program

- Identify and Renew Company Values. ...
- Secure Visible Commitment From Senior Managers. ...
- Engage the Board of Directors. ...
- Develop an Ethics Code or Code of Business Conduct. ...
- Build Ethics Into Mission and Vision Statements. ...
- Integrate Ethics Into all Aspects of Company Communications

Both morality and ethics loosely have to do with distinguishing the difference between “good and bad” or “right and wrong.” Many people think of morality as something that's personal and

normative, whereas ethics is the standards of “good and bad” distinguished by a certain community or social setting.

According to this understanding, “ethics” leans towards decisions based upon individual character, and the more subjective understanding of right and wrong by individuals – whereas “morals” emphasises the widely-shared communal or societal norms about right and wrong.

This Programme was organised by Sir C R Reddy College PG Courses, the programme was co-ordinated by Dr.T.Rajesh, Professor in MBA, Prof. Pulapa Subba Rao, Vice Chancellor Millennium University, Blantyre, Malawi delivered his speech on “Awareness Program on “Business Ethics”, this programme was organised at Sir C.R.Reddy College P.G seminar hall and was attended by Dr. G.V.Jagapathi Rao, Professor & Director, Dr. R.Raghu Head, P.G. Department of Commerce, faculty members, and students of PG Courses. The programme was a grand success with the cooperation of Sri. K.A. Ramaraju Principal, Sir.C.R.Reddy (A) College, Sri.L.NageswaraRao, Director, PG Courses and with a lot of blessing of Managing Committee, Sir. C.R.Reddy Educational Institutions, last but not least and foremost beloved Sri.K.Siva Rama Krishna Prasad, Correspondent, Sir C.R.Reddy College, P.G.Courses was given lot of support, encouragement and blessings for a grand success of this program.

Vote of Thanks : Ms. V.Manaswini, III Semester





వ్యాపారంలో నైతిక విలువలు పాటించాలి

ఏలూరు ఎడ్యుకేషన్, ఫిబ్రవరి 13 :

వ్యాపారంలో నైతిక విలువలు పాటించడం వల్ల వినియోగదారులకు, యాజమాన్యానికి, ఉద్యోగులకు, సమాజానికి మేలు చేకూరడమే కాకుండా ఆ సంస్థకు సమాజంలో మంచి పేరు వస్తుందని మలావి (ఆఫ్ఝికా దేశం)లోని మిలీనియం యూనివర్సిటీ వైస్ ఛాన్సలర్ ప్రొఫెసర్ పి.సుబ్బారావు అన్నారు. వ్యాపారం- నైతిక విలువలు అనే అంశంపై గురువారం సీఆర్ఆర్ పీజీ కళాశాల ఎంకాం, ఎంబీఏ విద్యార్థులకు అవగాహనా కార్యక్రమాన్ని నిర్వహించారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ సరైన వ్యాపార విధానాలు, నిజాయితీగా చట్ట పరిధిలో నిర్వహించడం ఒక సామాజిక బాధ్యతగా భావించాలన్నారు. సమస్యలను, సవాళ్లను అవకాశాలుగా మలుచుకోవాలని సూచించారు. ప్రస్తుత పోటీ ప్రపంచంలో ఉద్యోగం సంపాదించాలంటే ఆంగ్లభాషలో ప్రావీణ్యత తప్పనిసరి అన్నారు. ఈ సందర్భంగా ప్రొఫెసర్ సుబ్బారావును కళాశాల యాజమాన్యం సత్కరించింది. కళాశాల కరస్పాండెంట్ కలగర శివరామకృష్ణప్రసాద్, డైరెక్టర్ ఎల్.నాగేశ్వరరావు, ప్రెస్సిపాల్ డాక్టర్ రామరాజు, ఎంబీఏ, ఎంకాం విభాగాల హెచ్ఎంసీలు డాక్టర్ జగపతిరావు, డాక్టర్ రఘు, తదితరులు పాల్గొన్నారు.

ఆంధ్రజ్యోతి

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