

OBJECTIVE:

The objective of this paper is to identify the foundation terms and concepts that are commonly used in Business Ethics. It also identifies the essential elements for effective business ethics practice.

QUESTIONS:

- 1) Explain the concepts of negative and positive liberty. How can compromise be reached between the two concepts?
- 2) Explain teleological theory of ethical reasoning?
- 3) What do you mean by corporate social responsibility? What are its principles?
- 4) What do you mean by advertising? State the general ethical issues related to advertising.
- 5) What are the rights and responsibilities of a consumer?

PROCEDURE:

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy AND Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

OUTCOME:

After doing this assignment, students will come to understand the Business Ethics in conducting a business.

REFERENCE BOOKS:

1. Bhanumurthy, K. V and Krishna, Usha, (2010), Politics, Ethics and Social Responsibility of Business, Pearsons Education
2. Arthur, J., Shapiro, A., Throop, W., (2001), Reason and culture: An Introduction to Philosophy, Prentice hall.