

Business Ethics

In today's hyper-competitive marketplace, the temptation to cut ethical corners is strong. But more and more U.S. companies are "getting religion" on business ethics — enacting ethical guidelines and bolstering them with training and enforcement mechanisms. A potent business-ethics policy can enhance a company's image in the eyes of the public, encourage employees to avoid and detect wrongdoing, and help shield corporate officers from legal liability. According to a recent study, companies that expressed a commitment to ethical principles did better financially than those that did not. In sum, it's becoming increasingly clear that good ethics is good business.

Program Summary

The topics covered in the program include —

- Our ethical standards
 - Commitments to those we serve
 - Ethical business conduct guidelines
 - Business ethics in the news
 - Ethics inquiries
 - Reporting violations
- 