

## **INTRODUCTION TO ETHICS:**

Ethics is the philosophical study of morality. It is one of the main branch of Philosophy which corresponds to the traditional division of philosophy into formal, Natural and moral philosophy. It can be turned into a general study of goodness, Right action, applied ethics, meta-ethics, moral psychology and metaphysics of moral Responsibility. The general study of goodness and right action is the main task of Ethics.

## **DEFINITION OF ETHICS:**

Richard William Paul and Linda Elder define ethics as “a set of concepts and principles that guide us in determining what behaviour helps or harms sentient creatures”.

## **MEANING OF ETHICS:**

Ethics is a set of moral principles or values which is concerned with the righteousness or wrongness of human behaviour and which guides our conduct in relation to other. In simple words, Ethics just defines what is right and what is wrong.

The word Ethics is derived from the Greek word ‘ethos’ which means Character or conduct. Ethics is also called as moral philosophy or philosophical Thinking about morality. This morality has been further elaborated as action and Behaviour which is concerned with ‘good’ or ‘evil’, of particular traditions, groups Or individual.

## **NATURE OF ETHICS:**

### **1. A normative science:**

Ethics is a normative science. It is concerned with what ought to be done rather than what is the case. It differs from positive science. ... That is why ethics is not a positive science but a normative science. Normative ethics deals with standards or norms by which we can judge human actions to be right or wrong.

### **2. Self imposed:**

Ethics are self imposed. And different from that of laws because laws are not self made. To maintain peace in the nation legal actions are imposed. If anyone violates the rules then they will be punished. But as far as ethics are concerned if anyone fails to follow ethics, there is no such punishment from the court of law.

### **3. Discipline:**

As a normative science, ethics describes certain norms, rules, regulations and ideas. These rules and norms helps to live a disciplined life. It teaches how to be a respectful person or how to get well connected within the society.

### **4. Ethics are not static:**

Ethics are not always the same. Human beings change so, morality and ethical perspective in them also changes.

### **5. Exclusively for human beings:**

Ethics can only be applied to human beings as we are the ones who have the capacity for moral judgement. We cannot expect ethical behaviour from animals as they are not as intelligent as human beings. So ethics is exclusively for human beings.

**6. Neither exact science nor art:**

Ethics is not art as art deals with the acquisition of skills to produce objects, while morality deals with intension, motive, purpose and choice which are considered right or wrong in the light of goodness. Ethics is not an exact science. It's a part of social science.

**7. It is not culturally accepted norms:**

Ethics are of course follows the culture but not completely. Some may be culturally right but ethically wrong.

**8. Ethics has a set of standards**

**9. Ethics changes with location**

**10. Ethics is not a religion.**

## **OBJECTIVES OF ETHICS:**

The objectives of ethics are to study and assess human behaviour. It is also to establish principles and moral standards of behaviour. Ethics is not compulsory in a person's life and it is not forced upon anyone but being ethical is one step forward towards being a good person.

**1. Objectivity for life:**

For everyone, the objective for life is leading a respected or standard way of life.

Therefore Ethics contribute towards leading a good life by following norms, values etc.

**2. Standard for life:**

As the term Ethics states that it is a set of standards that society has made over time to guide human behaviour and actions. Based on these standards we are able to judge what is right and what is wrong.

**3. Fairness and judging actions:**

As a human being everyone judge others. It is pretty obvious that they judge on the basis of what is right or wrong. Before making any judgements we should be ethically right. Then only it is possible to make fair judgement.

**4. Accuracy:**

Accuracy is to be ensuring that the information is correct and without any mistake. Ethics give us do's and don'ts. It is very ear and accurate. Ethics always tries to reduce confusions and ethical dilemma.

**5. Truthfulness:**

Truthfulness in public life is accordingly an ethical ideal. Seeking to learn the truth and communicate it accurately to other people are virtues that are necessary to a common form of life characterized by trust, respect, and the protection of human dignity. Our actions should be well defined and well justifiable.

**6. Impartiality and equality:**

Equality, meaning that everyone is furnished with the same material level of goods and services. Ethics always helps to maintain the concept of equality among all.

**7. Public Accountability:**

Accountability means being answerable or responsible. Accountability, in terms of ethics and governance, is equated with answerability, blameworthiness, liability, and the expectation of account-giving.

### **SOURCES OF ETHICS:**

1. **Religion:** Religion is the most important source of ethics, as religious teachings often prescribe what is right and wrong and society subscribes to such norms.
2. **Traditions:** Practices that are handed over from generation to generation become part of societal standards.
3. **Family:** Family is the fundamental unit of the society and they establish certain standards for a functioning society. A child is first educated about ethical norms in family.
4. **Human conscience:** Conscience helps a man to differentiate between good and bad, and certain standards for society are acceptable for all conscientious men.
5. **Government laws:** Sometimes, certain standards are imposed on the society through laws, which over time are accepted by society and forms part of its ethical system
6. **Role Models and Philosophers:** They inspire people and help in societies discovering or assimilating new virtues.

### **TYPES OF ETHICS:**

#### **1. Personal Ethics**

Includes your personal values and moral qualities. Influenced by family, friends, culture, religion, education and many other factors. Personal ethics can change and are chosen by an individual.

#### **2. Common Ethics**

Ethics that the majority of people agree on. Many philosophers argue there is no such ethics. Common ethics have to be very general to avoid disagreement.

#### **3. Professional Ethics:**

Rules imposed on an employee in a company, or as member of a profession. For instance, journalists, doctors, lawyers, etc. Imposed when you are a part of a professional setting or when you are being trained or educated for working for a specific profession.

#### **4. Social Ethics:**

Standards that govern how members of the society are to deal with each other on issues such as fairness, justice, poverty and the rights of the individual. Or the righteousness of an action based on the customs and norms of a particular society or community.

#### **5. Religious Ethics:**

Religious ethics concerns teachings and practices of what is right or wrong, good or bad, virtuous or vicious, from a religious point of view.

## **6. Business Ethics:**

Ethics means the set of rules or principles that the organization should follow. While in business ethics refers to a code of conduct that businesses are expected to follow while doing business. Through ethics, a standard is set for the organization to regulate their behaviour. This helps them in distinguishing between the wrong and the right part of the businesses.

### **DEFINITION OF BUSINESS ETHICS:**

According to Garrett “Business ethics studies the special obligation which a man and citizen accept when he becomes a part of the world of commerce.”

Therefore business ethics refers to the system of moral principles and of conduct applied to business.

### **MEANING OF BUSINESS ETHICS:**

Business ethics refers to the application of ethical principles and moral values while conducting business.

A company must demonstrate ethical behaviour in all internal matters as well as in dealings with the external environment. All stakeholders must ensure that ethical standards are adhered to while handling business transactions.

Business ethics refers to the set of moral values or standards or norms which govern the activities of business man. There are certain moral values which a business man should pursue.

### **For a business man ethical decisions expected are,**

1. Providing true information to the customer
2. Allowing the customer to make free choice
3. Providing quality products at reasonable price

These all are not legal obligations. It's just moral obligations or ethical values. Therefore it is not only applicable to any particular type of business but it is applicable to every type of business.

### **Examples:**

1. Avoiding unfair trade practices
2. Avoiding exploitation of workers or customers

### **OBJECTIVES OF BUSINESS ETHICS:**

The Objectives of Ethics are to evaluate the human behaviours and calling up on the moral standards. The ethical standards also prescribe how to act morally in specified situations.

**The objectives of business ethics are:**

**(i) Personal level:**

At personal level the policy should be set that not to misuse the properties of the others or of the organisation keeping the promises and extending the mutual help, not to seek quick gains and not to indulge in politics to gain power.

**(ii) Internal policy level:**

The business organisation should follow fair practices in dealing with employees and other stakeholders. The organisation should have open and better communication at all levels. The organisation leadership should motivate employees for better productivity and for common good.

**(iii) Societal level:**

The social concerns like no discrimination concerned for the down trodden be the prime concerns of the business organisations. Optimal use of scarce resources, clean environment and ensuring better quality of life to all the stakeholders should be stressed in the internal policies.

**(iv) Stakeholder's level:**

The organisation should take care of the maximum number of stakeholders and follow ethical means with shareholders, customers, suppliers, employees, banks and financial institutions, government and all others that are connected with the organisation.

## **CHARACTERISTICS OR NATURE OF ETHICS:**

### **The characteristics or features of business ethics are:-**

- 1. Code of conduct :** Business ethics is a code of conduct. It tells what to do and what not to do for the welfare of the society. All businessmen must follow this code of conduct.
- 2. Based on moral and social values :** Business ethics is based on moral and social values. It contains moral and social principles (rules) for doing business. This includes self-control, consumer protection and welfare, service to society, fair treatment to social groups, not to exploit others, etc.
- 3. Gives protection to social groups :** Business ethics give protection to different social groups such as consumers, employees, small businessmen, government, shareholders, creditors, etc.
- 4. Provides basic framework :** Business ethics provide a basic framework for doing business. It gives the social cultural, economic, legal and other limits of business. Business must be conducted within these limits.

5. **Voluntary** : Business ethics must be voluntary. The businessmen must accept business ethics on their own. Business ethics must be like self-discipline. It must not be enforced by law.
6. **Requires education and guidance** : Businessmen must be given proper education and guidance before introducing business ethics. The businessmen must be motivated to use business ethics. They must be informed about the advantages of using business ethics. Trade Associations and Chambers of Commerce must also play an active role in this matter.
7. **Relative Term** : Business ethics is a relative term. That is, it changes from one business to another. It also changes from one country to another. What is considered as good in one country may be taboo in another country.
8. **New concept** : Business ethics is a newer concept. It is strictly followed only in developed countries. It is not followed properly in poor and developing countries.
9. **Different from social responsibility**:  
Social responsibility of corporate social responsibility is just company's commitment to socially and environmentally responsible practices.
10. **Not against profit making**:  
Ethics should not be misunderstood that it is against profit making. Ethics just tries to avoid making profit through illegal means or ways.

## **NEED AND IMPORTANCE OF BUSINESS ETHICS:**

### **1. Promote honest business practices:**

Companies should also treat their customers and partners fairly. They shouldn't overcharge for products or services or overstate the value of what they offer. They should make every effort to keep their pricing, delivery, and service-level commitments to customers. They shouldn't make unrealistic promises and should take responsibility when they make a mistake. Just the perception of being untrustworthy or being caught in a lie can damage a reputation.

### **2. Improve customer confidence:**

Business ethics are necessary to improve the confidence of the customers, employees and the like. If confidence is infused, customers and employees will popularize the name of the particular business unit.

### **3. Survival of business:**

Unethical practices of businessmen will lead to the closure of business unit. The closure of a business unit does not only create problems to business but also to employees and the society in general. Businessmen do not maximize the profit at the cost of existence of a business unit.

The behaviour of a businessman is affected by some of the factors such as leadership qualities, integrity, knowledge, skills, influence and exercising power. Businessmen should protect their units in all respects.

### **4. Credibility with the Employees:**

When employees are convinced of the ethical values of the organisation they are working for, they hold the organisation in high esteem. It creates common goals, values and language. The HR manager will have credibility with the employees just because the organisation has creditability in the eyes of the public. Perceived social uprightness and moral values can win the employees more than any other incentive plans.

**5. Develops good relation:**

No business functions independently. Each business has close relationship with another business even though the nature and size of the other business differs. It is expected that each business unit should have a smooth relationship with others. The inter-relationship of business is maintained by adopting business ethics.

**6. Create good image:**

If business ethics are properly followed by a business, automatically that particular business unit earns a good name among the public. Ethical values of an organisation create credibility in the public eye. People will like to buy the product of a company if they believe that the company is honest and is offering value for money.

**7. Smooth functioning:**

If a businessman observes ethics in his business, the public will not have any difficulty in getting their wants fulfilled. There is no bargaining between the businessman and public. There is a fair treatment of an employee by him. This will avoid social problems like strike, lockout etc. This in turn helps in smooth functioning of business.

**8. Profitability:**

Being ethical does not mean not making any profits. Every organisation has a responsibility towards itself also i.e., to earn profits. Ethical companies are bound to be successful and more profitable in the long run though in the short run they can lose money.

**9. More effective leadership:**

When a manager follows business ethics, they're more likely to treat employees well. As a result, teams are more inclined to follow their lead. This minimizes discipline issues and teams' trust in managers and supervisors when tough decisions need to be made.

**10. Protection of society:**

Ethics can protect the society in a better way than even the legal system of the country. Where law fails, ethics always succeed. The government cannot regulate all the activities that are harmful to the society. A HR manager, who is ethically sound, can reach out to agitated employees, more effectively than the police.

**11. Customer awareness and customer satisfaction**

**FACTORS AFFECTING BUSINESS ETHICS:**

Business leaders today are well aware of the ethical issues and hence they want to improve the ethical standards of the business. Self-regulation is, of course, better and produce impressive results. Besides, there are also a number of factors, which significantly influence the managers to take ethical decisions.

**1. Personal code of behaviour:**

A man's personal code of ethics that is what one considers moral is the foremost responsible factor influencing his behaviour. The personal Code of Behaviour is the result of the complex environment that influences one's life.

**2. Company's policy:**

The policies of the company also influence the determination of ethical conduct. Standards of behaviour in an industry are often influenced greatly by the dominant firms in that industry. The authors of the company policy obviously have an effect that is decisive.

**3. Ethical standards imposed on managers:**

The ethical standards imposed on a manager by his superiors also influence him in his decisions as to the morality of behaviour. If the superior condones unethical activities such as padding expenses accounts, the subordinate is encouraged to look upon this activity as an acceptable practice.

**4. Ethical climate of the country:**

The ethical climate of a country. If, it is poor, then only giant corporations and large undertakings can stand competition and be viable; a small concern is apt to go bankrupt, since business is concerned with employment of a large number of persons, it has the obligation to see that it adheres to an ethical atmosphere. However, considerable differences occur among managers as to what is ethical or unethical; and business truly lacks a Code of Ethics.

**5. Ethical Climate of the Industry**

Modern industry today is working in a more and more competitive atmosphere. Hence only those firms, which strictly adhere to the ethical code, can retain its position unaffected in its line of business. When other firms, in the same industry are strictly adhering to the ethical standards, the firm in question should also perform up to the level of others. If the company's performance is below than other companies, in the same industry, it cannot survive in the field in the long run.

**6. Professional Codes:**

Personnel from several professions work in modern organisations such as Chartered Accountancy, medical, legal etc. Professional codes are an important source of ethical norms for professionals in business organisations.

**7. Political interference or legislation:**



The legislation is another factor influencing business ethics. The legislation refers to the rules and laws that govern a country. If behaviour is defined as being illegal in a country then it is also unethical for a business to be involved in such behaviour.

**8. Cultural values :**

These are passed on from generation to generation. They have a long-lasting impact on the ethical norms the business managers have to follow. Institutions provides for values of persons and organisations which are interrelated and they the values propagated by each other. These institutions prescribe what is good or bad for an individual or an organisation.

**9. Social values:**

Every society which has norms, values, customs and traditions to govern behaviours. The society has a powerful influence on the business community. It can compel the businessman to accept and follow ethical norms and desist from unethical business practices.

**10. Education:**

Education or training about ethical practices to be followed in businesses also influences business ethics.

**FUNCTIONS OF BUSINESS ETHICS:**

**1. Protect consumer rights:**

Business ethics ensures that customers are treated fairly and provided with their full rights. Organizations that implement ethics operates economically and provide better quality goods at lower cost. They serve customers at a reasonable profit without exploiting them. Customers are fully satisfied with services that makes them loyal to such businesses for a long term.

**2. Enhance relations with society:**

Relationship with society is must for survival of every business organization. Ethics directs business to consider the interest of society and work for their welfare. It should not focus only on its growth at the cost of exploitation of society. Business should actively participate in corporate social responsibility and should contribute towards infrastructural development programmes for its society.

**3. Safeguard interest of industry:**

Business ethics protects the small scale business from exploitation by large firms in an industry. It provides them full rights to operate efficiently and establish their position in market. Following of ethics in an industry ensures that all firms works fairly without the exploitation of other players in market.

**4. Improve business goodwill:**

Ethics play a key role in enhancing the overall image of business in market. It monitors all operations of business and avoids any unethical activities. Practicing of ethics maintains the legality of business thereby providing better service to customers. All unfair trade activities are controlled and quality goods are delivered. Customers are happy with the services which leads to create a positive image of company.

**5. Assist in decision making:**

Supporting in decision making of organization is an important function played by business ethics. Ethics provides rules and guidelines to be followed by business in its functioning. All decisions are taken in light of moral and social values mentioned in these ethics. It guides in deciding what is right or wrong for business organization. Every ethic need to be practiced properly and any violation will lead to penalty.

## **TECHNIQUES OF MANAGING ETHICS IN BUSINESS ORGANISATION:**

### **1. Top management:**

The senior management of a company must be committed to ensure that ethical standards are met. The chief executive of the company must not engage in business practices harmful to employees, or the society. The top management must focus on ethical practices while informing employees of their intention.

### **2. Code of ethics:**

One of the best practices for ethics is creating a 'corporate ethical statement' and communicating it within the company. Such practices enhance the company's public image.

### **3. Ethics committee:**

There are ethics committees in many firms to help them deal with and advise on work related ethical issues. The Chief Executive Officer can head the committee that includes the Board of Directors. Such a committee answers employee queries, helps the company to establish policies in uncertain areas, advises the Board on ethical issues, and oversees the enforcement of the code of ethics.

### **4. Ethics hotline:**

A company's ethical hotline helps its employees report any ethical issues they face at work. The ethics committee then investigates these issues. Such hotline calls are treated confidential, where the caller's identity is protected to encourage employees to report on ethical issues. The act of reporting illegal, immoral, or illegitimate practices by former or current employees involving its employees is known as Whistle-blowing. Whistle-blowing is favorable to a company because employees can alert the management on possibly deviant behavior rather than reporting it to the media, which adversely affects the company.

### **5. Ethics training program:**

Most firms take ethics seriously and provide training for its managers and employees. Such training programs help the employees become familiar with the official policy on ethical issues. These programs demonstrate the use of these ethic policies in everyday decision making. Ethics training is most effective when conducted by managers and when focused on work environment.

### **6. Ethics and law:**

Both law and ethics focus on defining the perfect human behaviour, but they are not the same. Law is the government's attempt to formalize rightful behaviour, but it is rarely possible to enforce written laws. It depends on individual or business ethics to reduce unlawful incidents. Ethical concepts are more complex than written rules since it deals with human dilemmas that go beyond the formal language of law.

**7. Make ethics decisions in groups:**

This usually produces better quality decisions by including diverse interests and perspectives, and increases the credibility of the decision process and outcome by reducing suspicion of unfair bias.

**8. Integrate ethics management with other management practices:**

When developing the values statement during strategic planning, include ethical values preferred in the workplace. When developing personnel policies, reflect on what ethical values you'd like to be most prominent in the organization's culture and then design policies to produce these behaviours.

**9. Value forgiveness:**

An ethics management program may at first actually increase the number of ethical issues to be dealt with because people are more sensitive to their occurrence. Consequently, there may be more occasions to address people's unethical behaviour. The most important ingredient for remaining ethical is trying to be ethical. Therefore, help people recognize and address their mistakes and then support them to continue to try operate ethically.

**10. Promote your value and lead by example**

Employees look at top managers to understand what behaviour is acceptable. Senior management sets the tone for ethics in the workplace.

**ETHICAL ISSUES IN FUNCTIONAL AREAS OF BUSINESS:**

**Ethical issues in Functional Areas of Business**

1. Ethical Issues in Finance
2. Ethical issues in Human Resource Management
3. Ethical Issues in sales and Marketing
4. Ethical Issues in Production
5. Other Ethical Issues in Business

**A. Issues in Finance**

1. Adoption of proper accounting policies
2. Proper valuation of assets
3. Fair disclosure of relating to financial affairs of organisations
4. Adhere to GAAP/IFRS

5. Ethical audit practices
6. Not practicing creative accounting
7. Optimum utilization of finance

### **B. Ethical Issues in Human Resource Management**

1. Providing with fair salary and wages
2. Providing good working conditions
3. Satisfaction of security needs and job satisfaction
4. Providing career opportunity for career development
5. Fair and just evaluation of employees performance
6. Encourage union and labour relation
7. Enhancement of knowledge capital

### **C. Issues in Sales and Marketing**

1. Understanding of customers
2. Marketing of safe and useful products snacks
3. Fair and adequate information about services within the rules and Regulations.
4. True and fair advertisement
5. Correct weights and measures
6. Not supplying injurious products for commercial gain
7. Ensuring stability in pricing

### **D. Issues in Production**

1. Uses of quality raw materials
2. Production of quality products
3. Minimizing production wastage
4. Effective utilization of productive resources
5. Testing of product before releasing market

### **E. Other Ethical Issues in Business**

1. Up hold the human rights
2. Proper care about customers
3. Develop customer loyalty
4. Up hold interest of society
5. Use the knowledge and skills for wellbeing of people of society
6. Fair market research

### **ETHICAL DILEMMA:**

**Meaning of ethical dilemma:**

Ethics are the moral standards and principles by which entities (individuals and organizations) govern their behaviours and decision-making. When these standards and principles conflict with each other in a decision-making situation, an ethical dilemma may occur.

Ethical dilemmas are situations in which there is a difficult choice to be made between two or more options, neither of which resolves the situation in a manner that is consistent with accepted ethical guidelines.

An ethical dilemma (ethical paradox or moral dilemma) is a problem in the decision-making process between two possible options, neither of which is absolutely acceptable from an ethical perspective.

Ethical dilemmas are extremely complicated challenges that cannot be easily solved. Therefore, the ability to find the optimal solution in such situations is critical to everyone.

The decision taken by management in a situation or ethical dilemma become critical as it may impact company's vision and its goodwill.

## **HOW TO SOLVE ETHICAL DILEMMA IN THE ORGANISATION;**

### **1. Government Oriented Strategies:**

Discriminatory behaviour can be considered to be one of the most common factors behind Ethical Dilemmas in business organizations. Government-oriented strategies can play an active role in averting these ethical dilemmas. The government can implement strict policies and procedures against the involvement of discriminatory behavior of any kind in organizational decision-making and operations.

### **2. Employee Oriented Strategies:**

For dealing with inevitable ethical dilemmas, the employees should refer to a common agreed-upon code of ethical conduct. There should be a single ethical framework that is relevant to the organization's business functions.

### **3. Organizational Strategies:**

First of all, the development of trust in an organization can be an important and effective strategy for building an organizational structure that can facilitate effective dealing with an organizational ethical dilemma.

### **4. Train Your Employees**

Provide workplace ethics training to employees. Utilize varied methods to engage employees in learning how to address and resolve ethical dilemmas.

### **5. Put Someone in Charge**

Designate an ombudsperson in charge of handling employees' informal concerns pertaining to workplace ethics.

## **6. Be Fair When Applying Policies**

Apply your workplace policy consistently when addressing workplace issues and employee concerns about workplace ethics. Use the same business principles in every circumstance, regardless of the perceived seriousness or the level of employees involved. Communicate the same expectations for all employees

## **7. Debate Moral Choices**

Before taking a decision, moral decisions need to be thought upon and not just accepted blindly. It is a good idea to make hypothetical situations, develop case studies and then engage others in brainstorming upon the same. This throws some light into the unknown aspects and widens the horizon of understanding and rational decision making.

## **8. Take ethical practices seriously:**

It is important for business leaders to start taking ethical practices seriously to prevent ethical dilemmas. It will help in creating a solid company identity which helps in maintaining good business practices.

## **9. Encourage transparency:**

Encouraging corporate transparency is one of the best ways to prevent ethical dilemmas from the beginning. There should be an unbiased check and balance system at all levels of management.

## **10. Strict ethical standards:**

Every organisation should ensure that there are enough ethical standards, norms which helps to maintain a disciplined activities. And it should be followed by everyone hence contribute to avoid ethical dilemmas.

## **VALUES:**

Values are individual beliefs that motivate people to act one way or another. They Serve as a guide for human behaviour. Generally, people are predisposed to adopt the Values that they are raised with. People also tend to believe that those values are “right “because they are the values of their particular culture.

The word value is derived from French word valoir which means worth, merit Usefulness or importance of a thing. Values are traits or qualities that are considered Valuable. They represent an individual highest priorities and deeply held driving Forces.

## **Characteristics of Values**

1. Values are represent an individual's highest priorities and deeply held driving Forces.
2. Values are the hub of personality and is powerful force affecting behaviour
3. Many values are relatively constant and durable.
4. Its contains a judgment element

### **NORMS:**

Norms are ways of behaving that are considered normal in a particularly Society. Social norms are regarded as collective representations of acceptable Group conduct as well as individual perceptions of particular group conduct.

They can be viewed as cultural products which represent individuals basic Knowledge of what others do and think that should do. Norms are the agreed-upon expectations and rules by which a culture guides The behaviour of its members in any given situation. Norms deal with Standards of appropriate behaviour.

### **BELIEFS:**

Belief is the attitude that something is the case or true. Belief to refer to Personal attitudes associated with true or false ideas and concepts.

Belief is an idea that a person holds as being true. A person can base a belief Upon certainties, probabilities or matters of faith. A belief can come from Different sources, including

1. A person's own experiences or experiments
2. The acceptance of cultural and societal norms
3. What other people say

Each person's evaluates and seeks sound reasons or evidence for these potential Beliefs in their own way. Once a person accepts a belief as a truth they are willing To defend, it can be said to form part of their belief system.

### **VIRTUES:**

Virtue is behaviour showing high moral standards. Virtue is moral excellence. A Virtual is a trait or quality that is deemed to be morally good and thus is values as a Foundation of principle and good moral being. Virtues or character which Distinguished from duty. Some duties of perfect obligation are called duties.

They Can be exacted from an individual by the state. But duties of imperfect obligation Are called virtues. The habitual performance of duties leads to virtues disposition. Duties are turned in to virtue by habit. Virtue refers to acquired disposition of Mind. The virtue man is one who has acquired a fixed habit of performing duties.

Virtue denotes a good character. Duty denotes a particulars action that we ought to Perform. Virtue is the excellence of character, which is the result of the habitual Performance of duties.

Virtue is the habit of deliberate choice of right actions. Virtue is the habit of controlling instincts and impulses and realizing the good of the Self as whole. Virtue is an excellence of character.

## **MORALITY:**

A morality is a set of rules to guide the actions of an individual human being. Rand says about it “a code of values to guide man choice and actions.

Morals are judgments, standards and rules of good conduct in the society. They Guide the people toward permissible behaviour with regard to basic values. In other Words morality is a set of rules that shapes our behaviour in various social situations.

## **Moral Principles**

1. Prescriptive: principles must grammatically formulated as imperatives to Emphasize the obligation which is associated with act.
2. Universalizability: principle must apply to all relevant agents equally.
3. Overriding /Compelling: Principles should be the primary motivational factor for actions falling under the umbrella of morality.
4. Public: principles presuppose some social interaction.
5. Practicable: Principles must be achievable by ordinary moral agents.

## **MORAL STANDARDS:**

Moral standards are those concerned with or relating to human behaviour , especially the distinction between good and bad behaviour. Moral standards involves the rules people have about the kinds of actions they believe are morally right and wrong. As well as the values they place on the kinds Of objects they believe morally good and morally bad.

## **Characteristics of Moral Standards**

1. **Moral standards involve serious wrongs or significant benefits.**  
Moral standards deal with matters which can be seriously impact, that is injure Or benefit human beings.
2. **Moral Standards ought to be preferred to other values**  
Moral standards have overriding character or hegemonic authority. If a moral Standards states that a person has the moral obligation to do something, then He/she is supposed to do that even if it conflicts with other non-moral Standards.
3. **Moral standards are not established by authority figures**



Moral standards are not invented, formed, or generated by authoritative bodies Or persons such as nations' legislative bodies. Ideally instead , these values Ought to be considered in the process of making laws.

**4. Moral standards have the trait of universalizability**

Simply it means that everyone should live up to moral standards. To be more accurate, however, it entails that moral principles must apply to all who are in the relatively similar situation.

**5. Moral Standards are based on Impartial consideration**

Moral standards does not evaluate standards on the basis of the interest of a Certain person or group, but one that goes beyond personal interest to a Universal standpoint in which each person's interest are impartially counted As equal.

**6. Moral standards are associated with special emotions and vocabulary**

Prescriptively indicates the practical or action-guiding nature of moral Standards. These moral standards are generally put forth as injunction or Imperatives. These principles are proposed for use, to advise, and to influence To action retroactively, this feature is used to evaluate behaviour, to assign Praise and blame, and to produce feelings of satisfaction or of guilt.