

15.3: Introduction to Business Ethics

What you'll learn to do: explain the concept of business ethics, and outline the steps companies take to encourage ethical behavior

Every day, managers and business owners make business decisions based on what they believe to be right and wrong. Through their actions, they demonstrate to their employees what is and is not acceptable behavior and shape the moral standard of the organization. Personal and professional ethics are important cornerstones of an organization and shape its ultimate contributions to society in the form of corporate social responsibility.

In this section you'll learn how businesses define ethics and how they encourage their employees to behave ethically.

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