



Seshadripuram Educational Trust
Seshadripuram Academy of Business Studies

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**A MANUAL ON PROFESSIONAL
ETHICS AND HUMAN VALUES**

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What are Human Values?

Human values are closely related to human life. No human life is possible without values. Human values are those universal concepts, drivers of action which are found in all cultures, all societies, all times and in all places where human being seek out their lives.

The five human values which can be found in all cultures, all societies and in all religions are....,

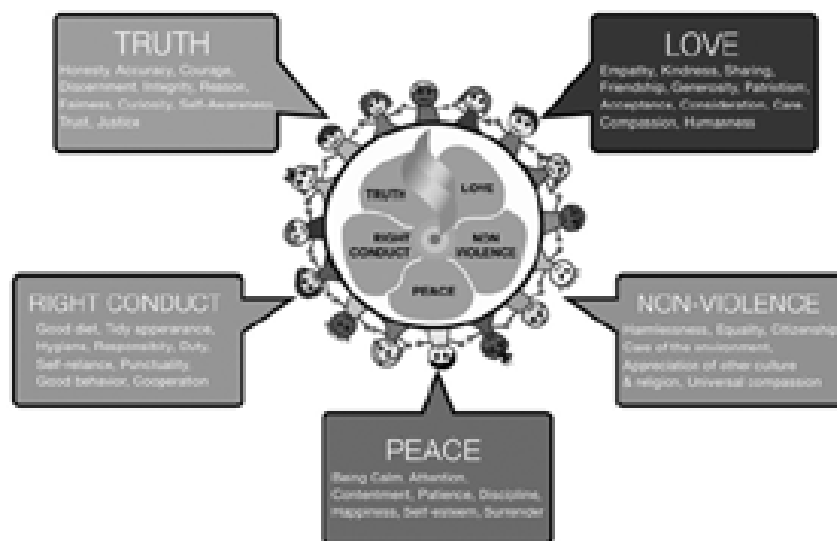


These values are eternal as they are eternal essences, which elevate human life to its highest expression, its highest capacity.

GRID OF HUMAN VALUES AND SUB VALUES				
Right Conduct	Peace	Truth	Love	Non-Violence
Manners	Patience	Truthfulness	Kindness	Consideration
Health Awareness	Concentration	Creativity	Friendship	Cooperation
Helpfulness	Positiveness	Honesty	Forgiveness	Global Stewardship
Responsibility	Self Acceptance	Determination	Generosity	Loyalty
Independence	Self Discipline	Fairness	Compassion	Active Citizenship
Perseverance	Thankfulness	Trust	Tolerance	Justice
Courage	Contentment	Reflection	Service	Respect

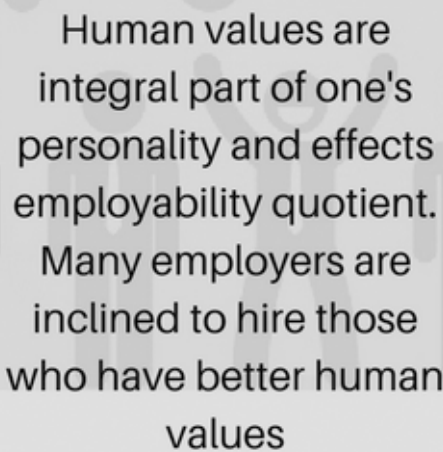
Human Values Vs. Moral Values

- Moral values regard matters of right and wrong whereas Human values help a person to distinguish between right and wrong.
- Moral values are constant and unchanging whereas Human values change from person to person and from time to time.
- Moral values are for self-development and self-discipline whereas Human values are about how we treat others in society.
- Moral values can be taught whereas Human values are inherited values and are intact in all of us.



Importance of Human Values

- Provides understanding of the attitudes, motivation and behaviours.
- Influence our perception of the world around us.
- Represents interpretation of “right and wrong”.
- Imply that some behaviours or outcomes are preferred over others.
- Provides a way to understand humans and organisation.



Human values are
integral part of one's
personality and effects
employability quotient.
Many employers are
inclined to hire those
who have better human
values

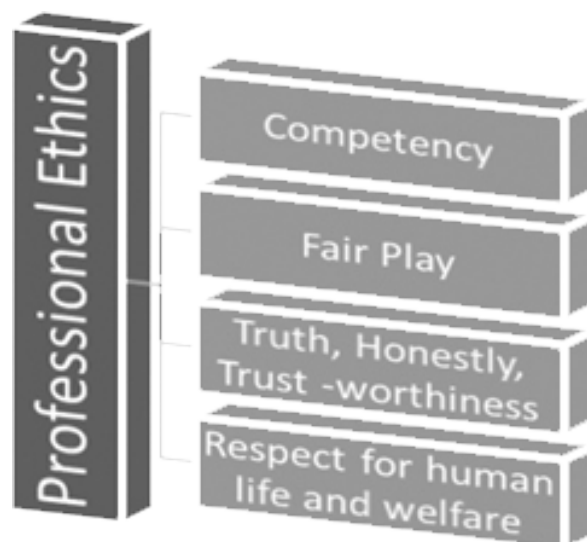


What is Professional Ethics?

Professionally accepted standards of personal and business behaviour, values and guiding principles. Codes of professional ethics are often established by professional organizations to help to guide members in performing their job functions according to sound and consistent ethical principles

Professional ethics may be understood as professionally acknowledged measures of individual and business conduct, values, and guiding principles. Professional ethics is nothing but a code of conduct applicable to different professions and is set up by the expert members of such profession or professional organizations. The underlying philosophy of having professional ethics is to make the persons performing in such jobs to follow the sound, uniform ethical conduct. Hippocratic Oath undertaken by medical students is one such example of professional ethics that is adhered by even today.

Some of the important components of professional ethics that professional organizations necessarily include in their code of conduct are integrity, honesty, transparency, respectfulness towards the job, confidentiality, objectivity etc.



Why should we have a Professional Code of ethics?

A professional code of ethics serves several functions such as:

- Symbolises the professionalism of the group.
- Defines and promotes a standard for external relations with employers, employees, peers, etc.,
- Protects the group's interests.
- Codifies members' rights.
- Expresses ideals to aspire to.
- Offers guidelines in “gray areas”.

They help us to decide whether preferences or events are good or bad, right or wrong, desirable or worthless, important or insignificant.	They become the basic determiners of perceptions, opinions and attitudes.	Using values will always mean going through certain processes: motivation, selection, appraisal (evaluation).	Values have also a social function. Those derived from commonality of experience unite families, tribes, societies and nations.
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Professional Ethics

1. Be inclusive.

We welcome and support people of all backgrounds and identities. This includes, but is not limited to members of any sexual orientation, gender identity and expression, race, ethnicity, culture, national origin, social and economic class, educational level, Color, immigration status, sex, age, size, family status, political belief, religion, and mental and physical ability.

2. Be considerate.

We all depend on each other to produce the best work we can as a company. Your decisions will affect clients and colleagues, and you should take those consequences into account when making decisions.

3. Be respectful.

We won't all agree all the time, but disagreement is no excuse for disrespectful behavior. We will all experience frustration from time to time, but we cannot allow that frustration become personal attacks. An environment where people feel uncomfortable or threatened is not a productive or creative one.

4. Choose your words carefully.

Always conduct yourself professionally. Be kind to others. Do not insult or put down others. Harassment and exclusionary behavior aren't acceptable. This includes, but is not limited to:

- Threats of violence.
- Insubordination.
- Discriminatory jokes and language.
- Sharing sexually explicit or violent material via electronic devices or other means.
- Personal insults, especially those using racist or sexist terms.
- Unwelcome sexual attention.
- Advocating for, or encouraging, any of the above behaviour.

5. Don't harass.

In general, if someone asks you to stop something, then stop. When we disagree, try to understand why. Differences of opinion and disagreements are mostly unavoidable. What is important is that we resolve disagreements and differing views constructively.

6. Make differences into strengths.

We can find strength in diversity. Different people have different perspectives on issues, and that can be valuable for solving problems or generating new ideas. Being unable to understand why someone holds a viewpoint doesn't mean that they're wrong. Don't forget that we all make mistakes and blaming each other doesn't get us anywhere.

VISION, MISSION, GOAL, QUALITY POLICY AND CORE VALUES OF THE COLLEGE

VISION :

To impart that education that would empower every individual to grow as a nation builder in all domains of life

MISSION :

To inculcate humanitarian values, build professional prudence, inquisitiveness and create a drive for learning through essential motivation.

GOAL :

To dawn as an acclaimed educational bastion that will uphold the society.

QUALITY POLICY :

To strive for holistic development through meticulous planning and its implementation with a view to contribute socially responsible citizens.

CORE VALUES :

- Excellence.
- Service.
- Environmental Concern.
- Social Responsibility.