

Eastern
Economy
Edition

VALUES AND ETHICS IN BUSINESS AND PROFESSION



HIT-K



B27310



SAMITA MANNA
SUPARNA CHAKRABORTI



Contents

<i>Preface</i>	<i>ix</i>
<i>Acknowledgements</i>	<i>xi</i>
Chapter 1 VALUES IN HUMAN SOCIETY	1-18
○ UNDERSTANDING OF VALUES: Definition and Concepts	1
Culture and Value	4
○ Formation of Values: Socialisation	9
○ Formation of Self and Integration of Personality:	
Different Theories	10
○ Values: Its Wider Application	12
EXERCISES	15
<i>Short Questions</i>	15
<i>Long Questions</i>	15
ENDNOTES	15
REFERENCES	17
WEB RESOURCES	18
Chapter 2 TYPES OF VALUES	19-46
SOCIETAL VALUES	19
Justice	20
Rules of Law	22
Democracy	24
Indian Constitution	25
Secularism	26
Psychological Values: Integrated Personality	27
Mental Health	29
AESTHETIC VALUES	30
Perception and Appreciation of Beauty	30
ORGANIZATIONAL VALUES	33
Relationships	33
Obligations	33
Rights	35
SPIRITUAL VALUES: Their Role in Our Day-to-Day Life	35
Meaning of Good Life	39
Value Spectrum of a Good Life	41
Spiritual Values	43

	<i>EXERCISES</i>	44
	<i>Short Questions</i>	44
	<i>Long Questions</i>	44
	<i>ENDNOTES</i>	45
	<i>REFERENCES</i>	45
Chapter 3	VALUE CRISIS IN CONTEMPORARY SOCIETY	47–67
	IMPORTANCE OF VALUES	47
	Value Crisis at the Individual Level	49
	Societal Level	52
	Cultural Level	55
	Social Disorganization	58
	Value Crisis Management	59
	CASE STUDY 1	60
	CASE STUDY 2	61
	CASE STUDY 3	62
	EXERCISES	63
	<i>Short Questions</i>	63
	<i>Long Questions</i>	63
	ENDNOTES	64
	REFERENCES	66
	WEB RESOURCES	67
Chapter 4	ETHICS AND ETHICAL VALUES	68–85
	CANONS OF ETHICS	68
	Virtue of Ethics	70
	ETHICS: Standardisation, Codification, Acceptance, and Application	72
	Acceptance and Applications	75
	TYPES OF ETHICS	76
	Ethics of Duty	76
	Ethics of Responsibility	78
	Ethics of Moral Judgement	80
	Work Ethics and Quality of Life at Work	81
	EXERCISES	83
	<i>Short Questions</i>	83
	<i>Long Questions</i>	83
	REFERENCES	84
Chapter 5	PROFESSIONAL ETHICS	86–109
	OVERVIEW	86
	Ethics in Engineering Profession	88
	Code of Professional Ethics	90
	Organizational Ethics	92
	Violation of Code of Ethics: Causes and Consequences	94

	WHISTLE BLOWING	97
	Some Famous Whistle Blowers	100
	CASE STUDIES	105
	EXERCISES	108
	Short Questions	108
	Long Questions	108
	REFERENCES	109
	WEB RESOURCES	109
Chapter 6	INDUSTRY AND INDUSTRIALIZATION	110–124
	INDUSTRIALIZATION	110
	Man and Machine Interaction	114
	Problems of Man-Machine Interaction: Impact of Assembly Line and Automation	114
	Industrial Relations (Man and Man)	117
	Ethics and Industrial Law: Institutionalising Ethics	119
	EXERCISES	122
	Short Questions	122
	Long Questions	122
	ENDNOTES	123
	REFERENCES	123
	WEB RESOURCES	124
Chapter 7	SCIENCE, TECHNOLOGY AND ENGINEERING	125–153
	ORIGIN	125
	Nature of Scientific Knowledge	126
	Social Function of Science	126
	Practical Application of Science	127
	ENGINEERING AS A PROFESSION	129
	Engineering and Ethics	130
	Rapid Industrial Growth and Its Consequences	130
	RENEWABLE AND NON-RENEWABLE RESOURCES	134
	Energy Crisis	137
	Indian Context	138
	Sustainable Development	138
	SUSTAINABLE DEVELOPMENT: The Modern Trends	141
	CASE STUDY	142
	TECHNOLOGY TRANSFER	143
	Indian Context	143
	CASE STUDY	145
	Export of Technology	146
	JOINT VENTURES OR TECH TRANSFER AND SUBSEQUENT INDIANISATION	147
	Brief Example	149

	<i>EXERCISES</i>	150
	<i>Short Questions</i>	150
	<i>Long Questions</i>	150
	<i>ENDNOTES</i>	151
	<i>REFERENCES</i>	153
	<i>WEB RESOURCES</i>	153
Chapter 8	ENVIRONMENT & ECO-FRIENDLY TECHNOLOGY	154–172
	WHAT IS ENVIRONMENT?	154
	Components of an Environment	154
	HUMAN DEVELOPMENT AND ENVIRONMENT	155
	Depletion of Natural Resources: Environmental Degradation	156
	Fertilisers and Plant Protection Chemicals	157
	Impact of Industrialization	158
	Impact of Urbanisation	159
	Impact of Energy Generation	159
	POLLUTION AND POLLUTION CONTROL	161
	Water Pollution	162
	Water Quality Parameters	162
	Air Pollution	163
	ECO-FRIENDLY TECHNOLOGIES: Implementation, Impact and Assessment	164
	Strategies to Meet the Challenges	166
	Eco-Friendly Technology (EFT)	167
	Green Technology in Industry	168
	CASE STUDIES	170
	<i>EXERCISES</i>	172
	<i>Short Questions</i>	172
	<i>Long Questions</i>	172
	<i>REFERENCE</i>	172
	<i>WEB RESOURCES</i>	172
Chapter 9	ETHICS & MANAGEMENT OF HUMAN RESOURCES ...	173–183
	ECOLOGICAL ETHICS	173
	Depletion of Non-Renewable Natural Resources	177
	APPROPRIATE TECHNOLOGY MOVEMENT BY SCHUMACHER AND LATER DEVELOPMENT AND REPORTS OF CLUB OF ROME	179
	<i>EXERCISES</i>	182
	<i>Short Questions</i>	182
	<i>Long Questions</i>	183
	<i>REFERENCES</i>	183
	<i>WEB RESOURCES</i>	183
	<i>SUGGESTED READING</i>	185
	<i>INDEX</i>	187–188