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the world, the economy, society, technology, and global relationships Against this setting of ongoing flux in the business and society relationship, some basic concepts and ideas are worth considering Business and Society This chapter introduces and discusses some basic concepts that are central to under-business and society

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BUSINESS ETHICS AND ORGANISATIONAL SUSTAINABILITY

stakeholders and the society in general Keywords: Business Ethics, Social Responsibility, Sustainability, Stakeholders, Unethical Behaviour

INTRODUCTION Ethics refers to the moral principles of behavior used to direct the decision making and conduct of an individual or a group of individuals These principles direct individuals in their

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stockholders and society, as well as the ethics of management Prerequisites: Prerequisite is advanced standing or professor's consent Textbook: The textbook used in this course is: Lawrence AT & Weber J (2008) Business & Society: Stakeholders, Ethics, Public Policy (12th Edition) published by McGraw-Hill Irwin ISBN: 978-0-07-353017-8

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