

B Acts are moral when they promote the individual's best long-term interests. It is believed to lead to honesty and integrity since it works best in the long run.

M The belief that the wealthy have a responsibility to the poor. Corporations are large, powerful, and therefore should take up social causes.

R Specialized skills such as engineering, accounting, marketing, information technology; most important in lower management.

K Focuses on enhancing the systems within an organization to continually increase the organization's capacity for performance.

A Responsible for a single area, such as accounting, engineering, marketing, and human resources.

P Establishes organizational objectives and monitors external environment and trends.

C The code for moral principles and values that govern the behaviours of a person or group with respect to what is right or wrong.

E A management philosophy that demands a commitment to quality in all aspects of an organization and at every step in the value chain.

O When business executives think of themselves as trustees of society. It recognizes that a company is not a closed system; it affects (and is affected by) its environment.

I Moral behaviour produces the greatest good for the greatest number.

S An ability to interact with people; important at all management levels.

N The idea that there is no one single style of management that suits all organizations and situations. The most effective management style will vary depending on the type of organization, its size, its environment, and the challenges it faces at the time.

G Asserts human beings have fundamental rights and liberties. It believes that an ethical decision is one that avoids interfering with the fundamental rights of others.

J Moral decisions must be based on standards of equity, fairness, and impartiality. Treatment of individuals should not be based on arbitrary characteristics.