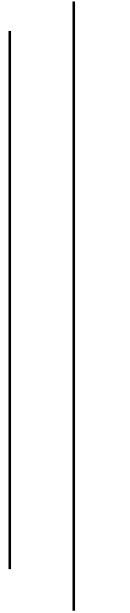




SUNWAY

INT'L BUSINESS SCHOOL



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FIRST ASSIGNMENT

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1. Professional ethics is concerned with the standards and moral conduct that govern the profession and its members. List out the especial aspects of professional ethics which should apply to professionals as well as to ordinary individuals.

Answer:

Professional ethics are a set of standards that are used for making decisions in the workplace. Managers use these standards to clarify decision-making when there are gray areas relating to the topic on hand. The use of ethics prevents professionals from taking advantage of other employees or the company. Employees who are ethical build trust and respect amongst others at the company which can lead to more opportunities within the organization.

Being a professional in your chosen field means much more than just holding a college degree and donning a business suit. The way in which you conduct yourself is also a key component of your success. The especial aspects of professional ethics which should apply to professionals as well as to ordinary individuals are Given Below:

- **Accountability**

Professionals are accountable for their actions at all times. If you make a mistake, own up to it and try to fix it if possible. Don't try to place the blame on a colleague. If your company made the mistake, take responsibility and work to resolve the issue. Sometimes a compromise is necessary, you take it on the chin, learn from it and move on. Use an unfortunate opportunity to gain more respect from the way you handle a mistake or an oversight than if you had not made the mistake at all!

Your customers are not your mates. They are not your siblings. Or your punch bags. These are the very people that provide the income to your business, which pays your salary, which puts food on your table. It's time to bring respect and professionalism back into the business equation, no matter how small or large you are.

- **Maintaining Your Poise**

A professional must maintain his poise even when facing a difficult situation. When you are challenged or questioned you need to be able to state your case in a calm and structured manner and keep it factual, clean and to the point. This is where people with a high Emotional Intelligence (EQ) gain the most respect.

There is nothing like losing your cool or airing personal emotional baggage in a tense situation to destroy your integrity, credibility and reputation.

- **Reliability**

As a professional, you will be counted on to find a way to get the job done. Responding to people promptly and following through on promises in a timely manner is also important, as this demonstrates reliability. It's about meeting expectations, which requires effective communication skills. Never assume. Clarify everything, especially when things change, to make sure you are always on the same page as your customer, and to eliminate nasty surprises.

- **Demeanour**

Your demeanour should reflect confidence but not cockiness. Be polite and well-spoken whether you're interacting with customers, superiors or co-workers. Just because you are the expert in a field, does not earn you the right to treat your customers like ignorant idiots. On the other end of the spectrum, just because you are a warm and friendly person does not mean you can call your new customer "sweetie".

- **Organizational Skills**

A professional can quickly and easily find what is needed. Your work area should be neat and organized, and your briefcase should contain only what is needed for your appointment or presentation.

- **Social Responsibility**

Employees can be socially responsible by making decisions that enhance the welfare of the people around them. Socially responsible behavior enhances teamwork and improves the overall productivity of the organization. Effective managers perform business and social audits to obtain an over-all picture of how their team is performing. The scope for social responsibility extends beyond the workplace as well. People who are socially responsible work toward developing their communities and neighborhoods.

- **Appearance**

A professional is neat in appearance. Be sure to meet or even exceed the requirements of your company's dress code, and pay special attention to your

appearance when meeting with prospects or clients, and take your cue from the way they dress.

- **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. Instead, focus on resolving issues and learning from mistakes.

Therefore, this above are the especial aspects of professional ethics which should apply to professionals as well as to ordinary individuals. And expect this

Attendance: Attends class, arrives and leaves on time, tells instructor in advance of planned absences, and makes up assignment promptly. **Attitude:** Shows a positive attitude, appears confident and has true hopes of self. **Character:**

Displays loyalty, honesty, dependability, reliability, initiative, and self-control. **Cooperation:** Displays leadership skills; properly handles criticism, conflicts, and stress; maintains proper relationships with peers and follows chain of command.

Productivity: Follows safety practices, conserves resources, and follows instructions. **Respect:** Deals properly with diversity, shows understanding and tolerance. **Teamwork:** Respects rights of others, is a team worker, is helpful, is confident, displays a customer service attitude, and seeks continuous learning

are some other especial aspects of professional ethics which should apply to professionals.

2. Copyright law addresses the ownership of Intellectual Property.

Explain the brief about Copyright and write down the five exclusive rights that copyright owners.

Answer

A copyright is a formal declaration that the owner is the only one with the right to publish, reproduce, or sell a particular artistic work. The protection of a copyright is granted by the government, and covers original literary (writings),

dramatic (stage and film) musical, artistic, and other creations. To explore this concept, consider the following copyright definition.

Copyright refers to the legal right of the owner of intellectual property. In simpler terms, copyright is the right to copy. This means that the original creators of products and anyone they give authorization to are the only ones with the exclusive right to reproduce the work.

Copyright law gives creators of original material the exclusive right to further use and duplicate that material for a given amount of time, at which point the copyrighted item becomes public domain. Copyright protection is available for original works of authorship that are fixed in a tangible form, whether published or unpublished. The categories of works that can be protected by copyright laws include paintings, literary works, live performances, photographs, movies, and software.

A "copyright owner" or "copyright holder" is a person or a company who owns any one of the Exclusive Rights of copyright in a work. Copyright ownership is separate from the ownership of the work itself. For instance, when an artist sells a painting to someone, the artist usually retains the copyright in the painting. That means the buyer of the painting will have it to keep in her house or office but the artist will retain the rights to copy, display and distribute the painting, and make other works based on the painting. Copyrights not only can be sold independent of the work itself, but the different exclusive rights can also be sold separately. For instance, an artist could sell the right to make copies of his artwork to one person and could sell the right to publicly display it to someone else.

Therefore, five exclusive rights that copyright owners have are given below:

- **The right to create derivative works** like sequels, spin-offs, translations, and other forms of adaptation. The derivative work right grants the copyright owner the ability to control the transformation of their works into new works. Transformations can include annotating, editing, translating, modifying or making other types of changes to the work. Some examples of activities that implicate this right include translating a book, transforming a novel or screenplay into a motion picture, or creating an updated version of an existing computer program.

- **The right to reproduce works.** The reproduction right grants the copyright owner the ability to control the making of a copy of the work. It is arguably the most important of the rights as it is implicated in most copyright infringement disputes. Some examples of activities that implicate the reproduction right include pasting a news article into an email, photocopying a magazine, uploading movies or music to a website, copying a computer program or a document onto a PC, scanning or digitizing printed text or images into a digital file, or right clicking on an online photograph or other image to copy it or save it to a PC. If these types of activities are not authorized or otherwise allowed by the law, for instance under the fair use exception, they may infringe the copyright owner's reproduction right(s).
- **The public performance right** grants the copyright owner the ability to control the manner in which a work is publicly performed. A performance is considered "public" when the work is: (i) performed in a place open to the public, (ii) performed at a place where a substantial number of persons outside of a normal circle of a family and its social acquaintances are gathered, or (iii) is transmitted to multiple locations. The performance right applies to all works that can be performed, except for sound recordings. Some activities that implicate the public performance right include showing a motion picture in a public area or streaming movies, sports events, concerts or music over the internet.
- **Owners of rights in sound recordings** have the exclusive right of public performance by means of digital transmission. This enables, for instance, sound recording owners to license their work to streaming music services. This right only applies to sound recordings. Unlike other copyright owners (who are covered by the performance right (discussed above)), copyright owners of sound recording get a much more limited performance right – the right to publicly perform the sound recording only when the performance occurs by means of a digital audio transmission.

- **The distribution right** grants the copyright owner the ability to control the manner in which a work or a copy of a work is transferred to others, whether by sale, rental, lease, or lending. This right allows the copyright holder to not only prevent the distribution of unauthorized (i.e., infringing) copies of a work, but also allows the copyright holder to control the unauthorized distribution of authorized copies (subject to a limitation commonly referred to as first sale exception). Some activities that implicate the distribution right include copying a news article and pasting it into an email that you send to colleagues, uploading a music file to a website, or renting of software or sound recordings.
- In a similar way, **authors have the exclusive right to control the public display of works that can be displayed—like photographs or graphic designs**. This right can also include displaying a literary work on a web page or displaying a single image from a TV show or motion picture. The public display right is similar to the public performance right, except that this right applies to the display of a work as opposed to its performance. However, the right does not prevent the owner of a lawfully owned copy from displaying the copy to people who are present where the copy is located.

3. Professional codes of ethics are often designed to motivate members of an association to behave in certain ways. It has its own Strengths and Weaknesses. List out Strengths and Weaknesses of Professional Codes.

Answer:

A professional code of ethics is designed to ensure employees are behaving in a manner that is socially acceptable and respectful of one another. It establishes the rules for behavior and sends a message to every employee that universal compliance is expected. It also provides the groundwork for a preemptive warning if employees break the code. A code of ethics can be valuable not just internally as a professional guide but also externally as a statement of a company's values and commitments. A professional code of ethics is a set of principles designed to help a business govern its decision-making

and distinguish right from wrong. Often referred to as an ethical code, these principles outline the mission and values of an organization, how the professionals within the organization are supposed to approach problems and the standards to which employees are held. A professional code of ethics offers a set of guidelines teams or organizations can use to make good decisions in the workplace. It allows you to set a baseline expectation for what is socially acceptable and how professionals should approach problems. Though creating and maintaining a professional code of ethics takes some time, it can help your organization's employees work honestly and with integrity, which can help create a healthier work environment.

The List of Strengths and Weaknesses of Professional Codes are given:

Strengths of Professional Codes:

- Codes educate the members of a profession about their professional obligations
- Codes “sensitize” members of a profession to ethical issues and alert them to ethical aspects they otherwise might overlook
- Codes enhance the profession in the eyes of the public
- Codes inform the public about the nature and roles of the profession
- Codes discipline members when they violate one or more of the code's directives
- Codes inspire the members of a profession to behave ethically.
- Codes guide the members of a profession in ethical choices.

Weaknesses of Professional Codes

- Directives included in many codes tend to be too general and too vague
- A professional code's directives are never complete or exhaustive.
- Codes do not help us distinguish between micro-ethics issues and macro-ethics issues.
- Codes can be self-serving for the profession.
- Directives in codes are sometimes inconsistent with one another.
- Codes are ineffective (have no “teeth”) in disciplinary matters.
- Codes are not always helpful when two or more directives conflict.

Therefore, this above are the Strengths and Weakness of Professional codes.

Thank You