





Event	Audio	On-Screen Text (OST)	Internal Development Notes	Screen/Media Treatment
1.		Professional Banking Fundamentals Chapter 2 – Ethics and Professionalism in Banking Introduction to Ethics Let's get started	n	



			2	
		Screen Layout		
Event	Audio	On-Screen Text (OST)		
2.	None	This unit will take approximately 20 minutes to complete.		•
		To navigate through this unit, there are arrows to continue next and go back.		
		This unit is one of several in the Ethics and Professionalism in Banking chapter. A Knowledge Check will be provided at the conclusion of the chapter to assist in reinforcing your learning. This does not count towards your final exam.		
Page Ti	tle Learning Introduction/ Objectives	Type Animated Text	Number 3	
		Screen Layout		
Event	Video/Audio	On-Screen Text (OST)		
3.		Welcome to the Introduction to Ethics unit.		

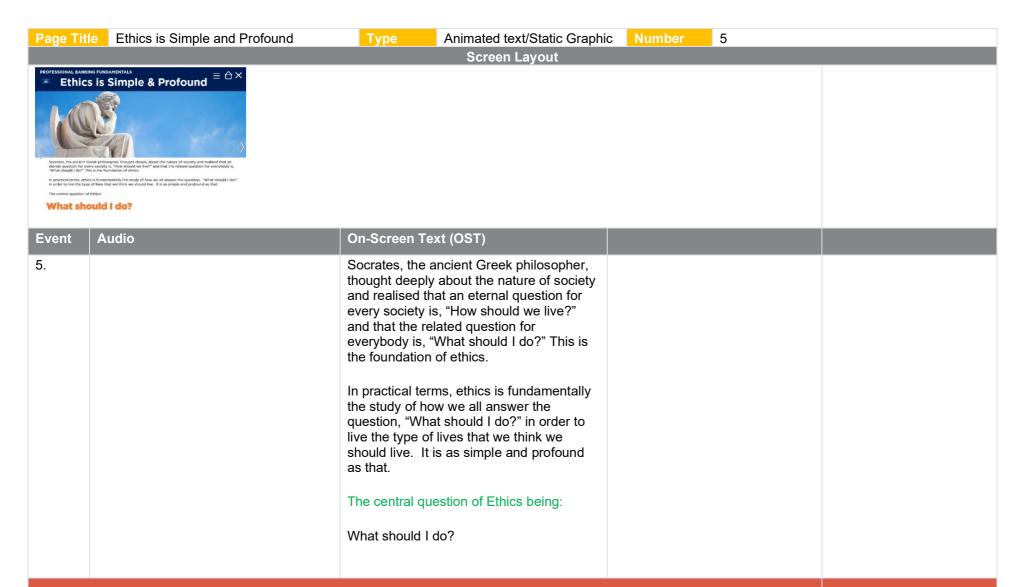


		In this unit we will look at how ethics form the foundation of a successful and sustainable financial services industry. By the end of this unit you will be able to: Explain the importance of ethical conduct as a banking and finance professional. Discuss the role of values in ethics and interpreting ethical conduct. Click next to begin		
Page Tit	Introduction to Ethics	Type Animated text and imagery	Number 4	
		Screen Layout		
Event	Audio	On-Screen Text (OST)		
4.	None	Ethics' is one of those words that gets used a lot when something goes wrong. In a professional environment, such as banking and financial services, calling something 'unethical' generally gets a reaction and usually implies that one party is making a gain at the expense of the other. Most of us understand that 'unethical' means doing something wrong or bad – breaking the law, betraying trust, being dishonest, not acting in the best interest of		



However, it's a little harder to explain what's involved in being 'ethical' because it is more than just avoiding doing the wrong thing.	
Let's have a closer look at the central question of ethics.	







Page Tit	Ethics is Simple and Profound	Type Animated text/Static Graphic Number	6							
	Screen Layout									
Event	Audio	On-Screen Text (OST)								
6.		Here are some questions we might consider when answering that question – "What should I do?". • What is right and what is wrong? • What do the rules say? • What would other people do or expect? • What does my intuition tell me? • How does this fit with my family, cultural norms, religious beliefs or traditions? • What would help my conscience to be clear? However, none of them alone necessarily provide us with all the overall answer.								



Animated	Ethical Dilemma	Type Animated text / Click and reveal 7
		Screen Layout
	Audio	On-Screen Text (OST)
7.		We use the term 'ethical dilemma' because answering the question "What should I do?" is not always easy.
		We know we want to do what is right but often ethical issues force us to have to choose between two courses of action that both seem poor, or between two options that might both be good.
		Ethical dilemmas are all around us and we make hundreds of ethical decisions every day.
		Click each bullet point to reveal a question to ask yourself:
		Would you:
		Lie to save the life of an innocent person?
		Help a work colleague meet a deadline by taking short-cuts to reduce needless bureaucracy?
		Help a customer use the best wording in a risk profile questionnaire to ensure they succeed in getting a home loan approved?





Page Title Defining Ethics	Type Click and reveal and Animated text.	Number 8									
	Screen Layout										
Event Audio On-Screen Text (OST) Internal Development Notes Screen/Media Treatment											
8.	WHAT IS ETHICS?	Internal Development Notes Screen/Media Treatment									
G.	WHAT IS ETHIOS!										
	Ethics is a branch of philosophical study that, in a practical sense for practitioners, seeks to understand how people make decisions about what to do. More precisely, it's about decisions when the stakes are high, and something important is at risk or could be realised. But ethics is not just the practice of philosophers. It's the everyday practice of how all of us go about answering the										
	important question of "What should I do?" And you can imagine that this question gets more complicated when a group of people also must decide, "What should we do?"										
	DID YOU KNOW?										
	The modern word of Ethics is derived from the Greek words ethikos and ethos which are associated with the idea of a person's 'character' and 'custom'. The implication of this is that the way we behave tells other people about our character and the way we customarily behave shapes our character. It is an interesting idea that shows the two-way relationship between who we (truly) are and how we act.										





Page Tit	Ethics are Values based	Туре	Static text	Number	9	
			Screen Layout			
Event	Audio	On-Screen T	Text (OST)			
9.	None		spond to, "What should you ed to consider what is you.	I		
		the way you I into what is ir want to live y values. You and preserve disappointed	Is, what it is that you value live your life. When you del mportant about the way you our life, you identify your go to great lengths to upho your values and you feel or a disconnect when othe share the same values.	ve I Id		
		live your life i building block world ought to in the world. What is 'good adults, we do very readily a dilemmas what forces your world in the control of th	ne beliefs that motivate you in a way. Values are the ks for your view of how the to be and who you should be They help you determine I' and what is 'right'. As on't tend to change our value and so we experience ethicaten you must make a decision to make some sort of ween your values.	e es al		



Page Ti	tle Commonly Held Values	Type	Drag and Drop	Number	10	
			Screen Layout			
Event	Audio	On-Screen	Text (OST)			
10.	None	Loyalty, cointegrity, he dignity, equifulfillment, or the envir power, plea	urage, freedom, justice, onesty, fairness, respect, uality, autonomy, happiness, peace, caring for others conment, harmony, tenacity, asure, security. Du rank these values may give o your personal approach to sion making.			
Page Ti	tle Values, Decisions and Behaviours	Type	Animated text and icons	Number	11	
			Screen Layout			
Event	Audio	On-Screen	Text (OST)			



11. Nil

One of the tricky things about ethics is that we can often quickly judge (and be judged) based on perceptions, rather than a deep understanding of the values at stake and the way in which these have shaped decisions and behaviours. It's easy to look at a situation from your own perspective and judge if it aligns with your own values, which are likely to be ethical, and anything that doesn't align is perceived as less ethical.

Food for thought

Some philosophers will justifiably draw a distinction between morals and ethics but for all practical purposes most of us use these terms interchangeably.

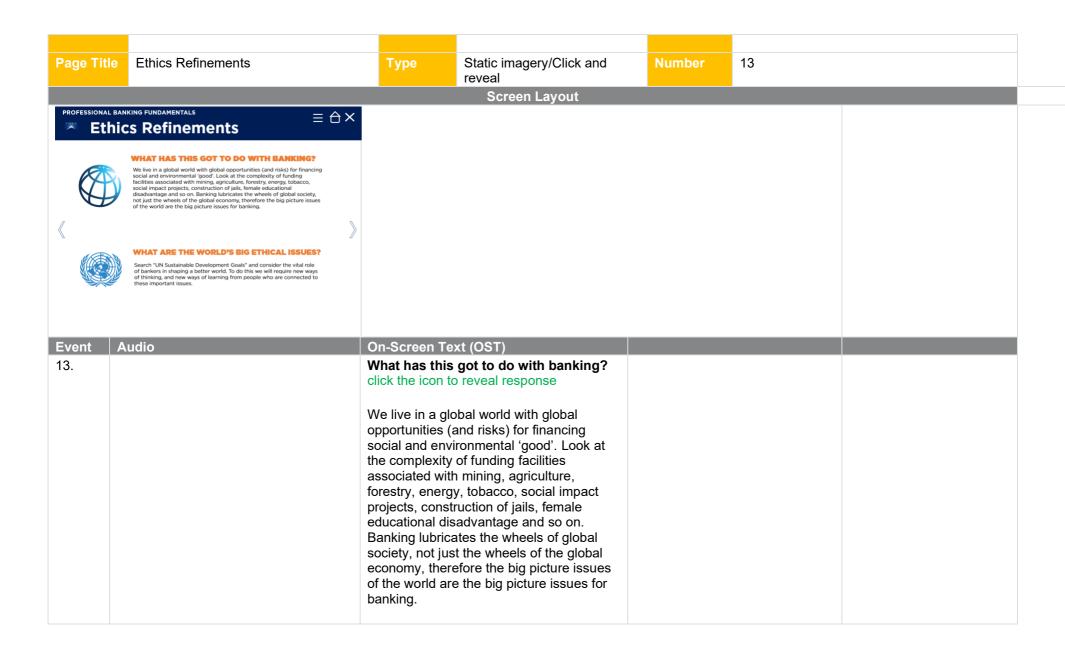
As a field of study, ethics is the study of moral philosophy.

When people talk about morals, they are often referring to moral traditions and the norms of what is regarded as good and bad or right and wrong. These norms and traditions reflect the moral values and principles that help them to decide how they wish to live. They are likely to feel their ethical decisions are made by acting according to their morals. In this study guide we generally consider ethics to be influenced by values and moral traditions being the religious, cultural, societal or familial traditions that shape our values.



	D 1D 5	_	0		40					
Page Tit	Recent Refinements to Ethics	Type	Static Text Screen Layout	Number	12					
	Ocited Layout									
Event	Audio	On-Screen Te	ext (OST)							
12.	Audio	RECENT REF The world of w dominated by university educe philosophy. Wildraw on bodies shaped by pow We also tend to religious traditious and which hideas about just define as good. But there are a understanding different 'ways	vestern ethics has been men who have had cations and careers in hen we consider ethics, we sof thinking that have been ver, politics and patriarchy. To draw on the spiritual and ions that are most familiar to have informed many of our stice, fairness and what we di.							
		academics like attention to car emphasises th relationships b writers and ind world draw attention to the broader view of humanity within	e Carol Gilligan has drawn re-based ethics that be importance of between individuals. Other digenous cultures around the ention to the problem of edness, arguing for a both the world that situates in the natural environment serting a dominance over it.							







WHAT ARE THE WORLD'S BIG ETHICAL ISSUES?

click the icon to reveal response

Search "UN Sustainable Development Goals" and consider the vital role of bankers in shaping a better world. To do this we will require new ways of thinking, and new ways of learning from people who are connected to these important issues.



