

Leading University



Assignment On

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Submitted To

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1. (a) “GRIFFIN” explained some specific areas which affect managerial work like.” Discuss the areas with relevant examples.

Answer:

(A) Organization towards employees: It covers the areas of wages and working conditions, hiring and firing and employee privacy.

It is unethical to treat employees as machines, they should not continuously work for 8-9 hours and only that paid. Management needs to ensure that the organization. is providing employee a joyful life. Not only in the organization but also in his home. This means bonus, insurance, home facility etc. for his family.

This is a simple way to make believe employee that his expertise is not only valued in monetary terms.

(B) Employee towards organization, how employee treat the organization: So many ethical issues are involved, whether any decision which is being made in the favor of the employee and against the company. Whether employees maintain the honesty and secrecy level or just sell it for their greed.

Example: An employee should use his training and development not only for his own sake but also for the organization he should delegate his expertise to other's in time, so that whenever he leaves the organization he remains omnipresent in the organization.

(C) Organization towards other economic institutions, Howfar organization is fair with its treatment towards other economic agents like stakeholders, suppliers, customers, competition and dealers: The behavior and treatment of all executives towards all stakeholders are dictated by ethical standards.

Organization should be fully aware about their surroundings, this includes their consumers, suppliers govt. and society. it is known as corporate social responsibility. For example, sharing full information about the organization. View towards environmental safety and make the stock holders trustworthy towards the organization this will also increase profitability.

1. (b) Explain the concept “Whistle Blowing.”

Answer:

Whistle blowing: The organization Response to the disclosers by an employee of illegal or unethical conduct on the part of others. Within the organization is indicative of the organization stance on social responsibility.

Example: whistle blowing is an act of ethical dilemma against the organization itself. For example, Jeffrey Wigand working for a rich tobacco company in 1996, reported that, the company was illegally adding ammonia in the nicotine to enhance the addictive quality of cigarette. This whistle blowing act created loss against corporate secrecy and protection of the whistle blower. (in USA)

2. (a) Discuss what you understand by the “Environmental Ethics.”

Answer:

Environmental Ethics means is the study of ethical relationship between human being and the environment, this includes all human and nonhuman entities. The development of environmental ethics was inspired by the wide spread perception of pollution of the natural resources.

Environmental Ethics has drawn more discussion in recent years because of global warming and carbon emission. Confronted by public and scientific perception the environmental crises has put pressure on the organization to reduce pollutions.

Many businesses, however, have continued to operate on the traditional model. Environmental ethics aims to question the basic assumption that nature is there for our benefit. If nature has intrinsic value, how should that change the way your company uses energy or packages its products or treats animals? It can actually have large implications for the way you do business.

2. (b) Explain broadly with examples the main facets of environment ethics.

Answer:

The main facets of environmental ethics are given below:

i) Resolving the conflicts:

Conflict of interest can be understood in two ways:

(a) Invisible Area: Industrialization has put pressure on the environment pollution in many ways. This is mainly because of pollution created by producing consumer group. But organization deny or partially deny that they are responsible for pollution.

(b) Visible Area: Ethical actions by the organization are thought that, this issues don't arise because of the actions by the organization but by the incompetence of the govt.

ii) Intergenerational Ethics: This is an important facet of environment ethics. It deals with activities of mankind which have direct consequences upon the future generations.

Pollution created by current generation will have adverse affect on future generation. For example, scarcity of land will create food problems for future generations. This will harm the organization both economically and socially.

iii) Spiritual Ethics: When Ethics extends its hands to reach animals, birds, plants and inanimate objects, this is something which we say spirituality in environmental ethics.

Companies only think about their profit and most of their CSR is dedicated towards human being. Thus the negligence of animals and trees have created issues like, deforestation, global warming, and endangered species. One can't ignore the importance of animals and trees in the eco system.

3. (a) How important is the consumer as a stakeholder in a corporation? Substantiate your stand.

Answer:

Customers help in holistically establishing the organizational reputation and identification. For example, Procter and Gamble is an ideal market-driven global powerhouse that has billion-dollar brands such as Olay, Tide, Crest, and Folgers etc.

It is important to realize that understanding the needs and offering high-quality products are the major attributes for a company's success. In competitive markets, market orientation and customer focus are the key drivers of organizational performance.

Customers depend on the company to supply a product or service. They support the company with every purchase they make, and each purchase also shows the company what products and services to invest in further. In doing so, customers help guide the direction of a small business. For example Companies like Walmart have good relationships with their customers because they satisfy their needs. People that shop at Walmart are loyal customers because the employees at Walmart are friendly and the customer's needs are fulfilled. If Walmart didn't meet the needs of the customer then the other stakeholder's interests would not matter.

3. (b) Point out the parties involved in consumer protection.

Answer:

The parties involving the consumer protections are given below:

- i) Directorate of national consumer right protection (Constitutional and legal)
- ii) BSTI (Bangladesh Standard and Tasting Institute)
- iii) Consumer Association of Bangladesh (CAB)
- iv) Government (RAB, Police and Other parties authorized by the government.

5. (a) Define CSR.

Answer:

CSR: Corporate Social Responsibility (CSR) is the integration of socially beneficial programs and practices into a corporation business model and culture. CSR aims to increase long term profits for every business by enabling them to become more efficient and attract positive attention for their efforts.

5. (b) Explain with examples the models for implementation of CSR.

Answer:

Models for implementation of CSR: is the practice which is selected by the organization to implement their CSR. There are four models of Corporate responsibility globally.

i) **Ethical model:** This model describes the voluntary commitment to public welfare. This is the oldest model of CSR. Organization Ethically have done welfare to the society without even knowing that this was a part of company's culture. For example, Ducth-Bangla Bank every year gives scholarship to the meritorious poor students for their brilliant result in the public exam.

ii) **Statist model:** The model is statist model. The model is based on the state owned public sector units that do their regal responsibilities towards the society. This model is applicable in a mixed economy like Bangladesh. For example, government organization provide housing facilities, health, education etc.

iii) **Liberal Model:** The liberal model is based on Milton Friedman's view who states that, a company's responsibility lies mainly in improving the economic bottom line and increasing the wealth of stake holders. For example, Business earns more profit so its efforts should be directed towards social welfare by offering them chipper and quality goods.

iv) **Stakeholder Model:** Philanthropic responsibilities regarding increased involvement of the stakeholder in business and social life is the main theme of stakeholder model. It is generally understood that a stakeholder who can affect or is affected by the objectives and activities of the organization.

For example, Nike had allegations against them that they were running clothing store by themselves which is against their practice. So, the stake holders put pressure on them to give up this ill practice.

5. (c) Discuss the advantages of CSR.

Answer:

Advantages of CSR:

- i) CSR maintains a positive reputation which is demonstrated throughout the company stake holders who have increased trust towards the organization.
- ii) Reducing waste, recycling, minimizing carbon emission using sustainable products, lowering energy usages and supporting environmental causes increases environmentally concern clients.
- iii) Companies with strong CSR have the ability to retain and attract new employees because strong CSR generates more sustainable company growth.
- iv) A decreased oversight by the regulatory authority is enjoyed and fast track treatment is available for the companies with strong CSR.
- v) Profit maximization is easier because of everyone's involvement in the organization, because of culturally sustainable production procedure.
- vi) Reducing, recycling and reusing decreases operative cost, improves greener environment and most importantly maximizes profit.