



American International University- Bangladesh (AIUB)

Faculty of Engineering

Course Name:	Engineering Ethics	Course Code:	EEE 3107
Semester:	Spring 2020-21	Section:	

Item:	A report on ethical guidelines (CO5)
Presentation Title:	Code of Ethics for BOOKBOOKIE

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Student's Department	EEE	Submission Date:	April 26, 2021

Rubrics:

Category	Proficient [6]	Good [5]	Acceptable [4]	Unacceptable [2]	Secured Marks
Explanation of issues	Issue/problem to be considered critically is stated clearly and described comprehensively, delivering relevant information necessary for full understanding.	Issue/problem to be considered critically is stated, described, and clarified so that understanding is not seriously impeded by omissions.	Issue/problem to be considered critically is stated, but description leaves some terms undefined, ambiguities unexplored, boundaries undetermined,	Issue/problem to be considered critically is stated without clarification or description.	
Influence of context and assumptions	Thoroughly (systematically and methodically) analyzes own and others' assumptions and carefully evaluates the relevance of contexts when presenting a position.	Identifies own and others' assumptions and several relevant contexts when presenting a position.	Questions some assumptions. Identifies several relevant contexts when presenting a position. May be more aware of others' assumptions than one's own (or vice versa).	Shows an emerging awareness of present assumptions (sometimes labels assertions as assumptions). Begins to identify some contexts when presenting a position.	
Student's position (perspective, thesis/ hypothesis)	Specific position (perspective, hypothesis) is imaginative, considering the complexities of an issue. Limits of position (perspective, hypothesis) are acknowledged. Others' points of view and assumptions are synthesized within position (perspective, hypothesis).	Specific position (perspective, thesis/hypothesis) considers the complexities of an issue. Others' points of view and assumptions are acknowledged within position (perspective, hypothesis).	Specific position (perspective, hypothesis) acknowledges different sides of an issue.	Specific position (perspective, hypothesis) is stated, but is simplistic and obvious.	
Innovative Thinking or uniqueness (of idea, claim, question etc.)	Extends a novel or unique idea, question, format, or product to create new knowledge or knowledge that crosses boundaries.	Creates a novel or unique idea, question, format, or product.	Experiments with creating a novel or unique idea, question, format, or product.	Reformulates a collection of available ideas.	
Conclusions and related outcomes (implications and consequences)	Conclusions and related outcomes (consequences and implications) are logical and reflect student's informed evaluation and ability to place evidence.	Conclusion is logically tied to a range of information, including opposing viewpoints; related outcomes (consequences and implications) are identified clearly.	Conclusion is logically tied to information (because information is chosen to fit the desired conclusion); some related outcomes (consequences and implications) are not clear.	Conclusion is inconsistently tied to some of the information discussed; related outcomes (consequences and implications) are oversimplified.	
Comments:				Total Marks (Out of 30):	

BOOKBOOKIE

About BOOKBOOKIE

BOOKBOOKIE is an online book rental service. BOOKBOOKIE serves the used as well as brand new books and readers have choice to order book of their choice online. BOOKBOOKIE have books for junior college students as well as Graduation level and Post-graduation level books. BOOKBOOKIE also have a 'Competitive Exams' section which is useful for competitive exams like Board Exams, University admission exam, BCS, Job preparation etc. BOOKBOOKIE serves students using their university data of recommended books and most preferred books in the university. BOOKBOOKIE have 'Group buy' options to have massive discounts on books. BOOKBOOKIE is a combination of marketplace and general E-commerce business model. BOOKBOOKIE operates as marketplace for the 'University books' and competitive exam books are stocked by BOOKBOOKIE. So, a customer ordering the University Textbooks will access local bookstores online and will get the delivery within 24 hours.

Objective of BOOKBOOKIE

The main objective of this startup is to solve the problem of unavailability of books in emergency. Many of us have the habit of reading and collecting books, finish them reading and then pile them up into the bookshelf for so long unless we need to revisit them. Again, many of us buy books for taking preparation for a particular exam and after finishing the exam the books became unnecessary. So, BOOKBOOKIE is trying to use those piled up books in the bookshelves to help others when they need a book for a short time.

Actual function of BOOKBOOKIE

The unique selling/rental proposition of BOOKBOOKIE:

- On returning a book, students will get 60% money back.
- Website available in Bangla and English languages.
- Group buy discounts.
- Easy return policy.
- Delivery within 24 hours for orders on University Textbooks.
- Cash on delivery.

Hierarchy of BOOKBOOKIE

BOOKBOOKIE will be following the below organizational structure. The managing director will be the owner and will oversee the functionalities of the organization.

Roles of people:

1. Marketing head:

Marketing department will be taken care of by this post. Marketing head will draw the online/offline marketing strategies and plans for PR, brand building.

2. Web manager:

Web manager will look after the website content and regular updates of charts. He will manage the advertising put by external people on the BOOKBOOKIE website.

3. Distribution and vendor manager:

Distribution manager will look after the distribution of the orders taking place on the BOOKBOOKIE website. Cash on Delivery mechanism will be handled by Distribution manager. He will look after the vendors for the books and manage that relationship.

4. Accountant:







Accountant will look after all the online transactions and the accounts of the dealers.

5. Dealer manager:

Dealer manager will be responsible for managing dealer relationships. Dealer manager will have four area managers under him.

Ethical guidelines or Code of Ethics:

The BOOKBOOKIE Conduct of Code revolves around these 6 key principles:

-  **Respect for others**
-  **Integrity and honesty**
-  **Justice**
-  **Lawfulness**
-  **Competence and accountability**
-  **Teamwork**

✓ **Respect for others.** *Treat people as you want to be treated.*

- We commit to non-hostile, open, and welcoming workplaces, and community. We commit to all in the community to feel accepted and free to express their opinions, concerns, and needs with an expectation they will be heard and respected. We always communicate professionally and appropriately.

- We participate in both offline and online forums with respect. We do not cause or participate in flame wars online. We do not comment anonymously or with false identities.
- We keep our promises. If we commit to do something, we do our best to do it. If we cannot keep our promises for some reason, then we strive to make it right in a timely manner.
- We avoid gossip. We don't share disparaging comments and rumours about others. We are constructive in our feedback and always provide it directly to the individual or company to which it pertains.

✓ **Integrity and honesty.** *Tell the truth and avoid any wrongdoing to the best of your ability.*

- We are honest and transparent. If we say something either publicly or privately, then we believe that it is true. We do not intentionally omit important and relevant information to deceive others.
- We protect sensitive information. When we are entrusted with sensitive, confidential, or personal information we use appropriate measures to secure it. We respect requests for privacy and confidentiality.
- We disclose known conflicts of interest early. We err on the side of too much disclosure.
- We do not steal assets or content. We encourage and respect independent, innovating thinking.

✓ **Justice.** *Make sure you're objective and fair and don't disadvantage others.*

- Don't act in a way that exploits others, their hard work or their mistakes. Give everyone equal opportunity and speak up when someone else doesn't.
- When exercising authority, be fair. Don't show favouritism toward specific employees and be transparent when you decide to praise or reward an employee.
- Be just toward customers or vendors, too. If you think our company was in the wrong in a specific instance, don't try to cover it up or accuse the other side. Discuss with your manager to find solutions that can benefit both sides.

✓ **Lawfulness.** *Know and follow the law – always.*

- You are obliged to follow all laws which apply to our organization. Depending on your role and profession, there might be various laws you need to observe.

- When you're preparing contracts, clauses, disclaimers, or online copy that may be governed by law, please ask verification from our legal counsel before finalizing anything.
- You're also covered by our confidentiality and data protection policy. You must not expose, disclose, or endanger information of customers, employees, stakeholders, or our business. Always follow our cybersecurity policy, too.

✓ **Competence and accountability.** *Work hard and be responsible for your work.*

- We expect you to take up opportunities for learning and development, either on-the-job or via educational material or training. If you are unsure how you can achieve this, have an open discussion with your manager.
- Also, take responsibility for your actions. We all make mistakes or need to make tough decisions and it's important we own up to them. If you take responsibility and come up with ways to fix your mistakes where possible, you will be in a far better position.

✓ **Teamwork.** *Collaborate and ask for help.*

- Working well with others is a virtue, rather than an obligation. You will certainly get to work autonomously and be focused on your own projects and responsibilities. But you should also be ready to collaborate with and help others.
- Be generous with your expertise and knowledge. Be open to learning and evolving. If days go by without you consulting or brainstorming with anyone, you are missing out on opportunities for excellence. Instead, work with others and don't hesitate to ask for help when you need it.

Reference:

[1] Business name generator: <https://namelix.com/>

[2] Sample of code of ethics for a Startup: [Workablehttps://resources.workable.com/professional-code-of-ethics-policy#](https://resources.workable.com/professional-code-of-ethics-policy#)