

ETHICS

Date : _____
Page No. : 1

Morality : Principles governing good/bad, right/wrong.
OR Extent to which something is considered to be →

- Descriptive: A moral code of conduct formulated by group of people. → M can vary widely depending on group that formulates it.
- Normative: denotes code of con, specifying conditions under which it is valid and considered acceptable by rational ppl.
- Ethical Morality: Ethics definition.

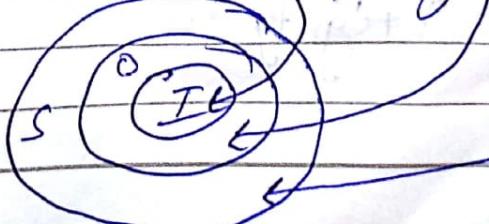
Ethics: A branch of philosophy that studies the ethical codes reqd. for moral behaviour & is considered identical to morality.

- Metaethics: deals with origin of ethical principles that govern the right & wrong behaviour. → whether ethics & principles are eternal truths or from spiritual world or by humans.
- Descriptive: study of moral beliefs of ppl. → considers society.
- Normative: arriving at a set of rules of moral conduct against which behaviours are judged.
- Applied: study of ethically controversial issues. e.g. death penalty.

Values: beliefs about what is R or W & what is important in life.
↳ societal → accepted by society → universal + accepted by every1.

Spirituality: concerned with human spirit, rather than body or physical things [or concerned with religion].

Stakeholders: Individuals, Organisation, Society



Edicts: controlling edicts or orders implemented thru society, religion or constitution

↳ Religious: Examples such as Triple Talaq, etc family planning etc.

Social: acceptable behaviors as per social standards that need to evolve over time. ↳ unethical → apartheid, untouchability.

Constitutional: granted by const, e.g. child marriage. Yet law enforcement isn't prevalent. To prevent, educating people about benefits & importance.

Universality: difficult to set norms for everyone, yet some universally accepted such as student cheating in exam.

- * Ethical norms & standards are contextual cuz some actions may be considered proper only in a particular section of society.
- * wide disparity due to advancement in world, world full of people with conflicting ethical norms, need to educate young & old ppl.

Personal Ethics

* behavioural patterns that apply to individ. in their personal lives.

- do not cause harm to others by your actions. do not harm interests of others.
- Be benevolent, do good to others & society.
- show concern for well-being of others.
- Ensure justice is meted to all.
- Respect individ. freedom
- respect the law willingly.
- service to poor
- non-violence
- Do not be an opportunist
- honesty, integrity

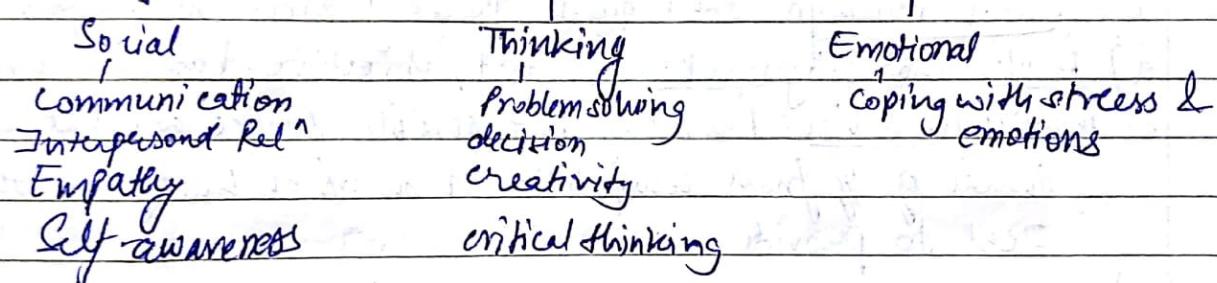


Professional Ethics : relate to profession.

- transparency in all actions.
- impartial
- objective, not biased
- confidentiality
- loyalty
- avoid conflicts.

LIFE SKILLS : core skills that apply across a wide spectrum of functions and form the backbone of effective performance. ability to solve problems on personal & professional level.

LIFE SKILLS



EI : ability to monitor one's own & others' feelings & emotions, to discriminate b/w them and guide one's thinking & action -

VALUE EDUCAT^N : not to teach academics but to teach values.

Objectives :

- a) create awareness & appreciation of right values
- b) appreciate imp. of values in personal & prof. life.
- c) develop passion for right values in life.
- d) conviction & capacity to guide others to follow right values.
- e) Develop a personal value system.

Uses :

- a) guides us in living
- b) true happiness & peace
- c) helps make others happy
- d) achieve goals in ethical manner
- e) set ethical goals

Acquiring Values

- a) natural acceptance : Read stories, etc & accept
- b) experience (personal)

Ch-2

Profession: Requires special training or skill, high education in a university.
 ↳ gives high status in society
 → carpentry → trade/craft, lawyer → profession

Professional: who gets paid for doing his profession to offer services, notes

Professionalism: high standard of work expected from a professional. hobby

Criteria

- a) Profess-Training: formal education system.
- b) being intellectual: think, analyse, pros & cons.
- c) Autonomy in fn: take quick, though of decisions on your own.
- d) Professional Judgement: Unbiased, objective, based on consideration
- e) Mindset for service: Providing best possible service without any threat of from competition or survival but from the zeal to provide.
- f) Commitment: dedication to the profession, honesty, loyalty, integrity,
- g) Pride in Profession: not arrogance, feeling happy & sense of being

Char. of Professional:

- 1) Expertise in knowledge & skills: high edu & training
- 2) Public & community interest:
- 3) Self regulate in work: shouldn't require supervision.
- 4) High Level of ethics:
- 5) High Rewards: higher pay & position in society.

Responsibilities of professional

- a) Advancement of knowledge
- b) Publicatⁿ of information: spread knowledge for others to use Even must
- c) Professional Association
- d) Promotⁿ of well-being of co-professionals: protectⁿ interests of members of profession
- e) Development & maint. of standards: codes of conduct & standards
- f) control of access to profession
- g) Maintain clean image of profession

Competencies

- a) Mastery of theoretical knowledge
- b) capacity to solve problems
- c) Apply this in practical
- d) Ability to create knowledge
- e) commitment to cont. learning & enthusiasm to practice.

Expectations

- 1) Relationship with clients: honest dealing.
- 2) Professional interests above self.
- 3) Being involved in all aspects of profession
- 4) Publicise profession & what it does.

Support

- 1) Promote ethical behaviour
- 2) Promote environment for public acceptance of profession.
- 3) Define & impose penalties on professional misconduct.

Roles

- 1) Personal : own standards of ethics, family, image, etc.
- 2) Professional :
- 3) Social: interaction & contribution → mentor role in ethical matter
- 4) Ethical : Promote ethical behaviour in community, work...
- 5) Model Human :

Professional Risks: risks profession can have in personal lives.

ex. controversy for actors.

Accountability: answerable for actions.

Ch-3

THEORIES

Ethical Principles

- 1) Beneficence: Good to others,
- 2) Least Harm: Least harm to others
- 3) Autonomy: not imposing our view on others, freedom
- 4) Peace & non-violence
- 5) Justice
- 6) Truthfulness

THEORIES

i) DEONTOLOGY: Kantian Theory. Act is good if it is in accordance with some cardinal principles that govern our duty. Such an action is considered to be ethical.

Consequences of action aren't the most imp. thing.

not imp.

- act so that your actions become universal law
- act as if you are a law-making member
- act so as to treat humanity not as a means but as an end.

Duties:

- a) beneficence
- b) non-maleficence: avoid harming others
- c) justice: people get what they deserve.
- d) gratitude: benefit those who have benefitted us
- e) self-improvement: improve ourselves
- f) promise keeping: act acc. to implicit & explicit promises
inc. implicit promise to tell ~~the~~ truth.

It doesn't consider consequences.

Utilitarianism: aka consequentialism. It judges an action by the consequences of that action.

Theory of max. good.

consequences — Pain

Pleasure ← more desirable
creativity, "appreciat", love

→ Rule

one should act within the rules
to maximise good.

Act is good & desirable if it produces max good.
→ Rules can be broken,
follow iff the maximise goodness/result

Virtue: Aristotle. → virtues are acquired habits that help us lead a rational life. → truthfulness, courage, generosity & comradeship.

Golden mean b/w extremes: habits acquired to exhibit a proper balance or behaviour that does away with extremes.

→ Acc. to theory, action is ethical if it is what a virtuous agent would have done in a similar situation. However, the moral characteristics of a person aren't permanent and can change either-way. A virtuous person may convert vice-versa. Hence, referring to one person/agent may not work in all cases.

Moral Absolutism: view held by some people who firmly believe that there is only one right perspective & that is the one held by them - eg. Religions
eg. fanatics, causes conflicts

Moral Relativism: asserts that no act "can be called absolutely moral. actions need to be judged against the cultural & ind. contexts . eg. Nazi & Apartheid.
Diff. to judge.

Moral Pluralism: Equally good values can come into conflict with each other. eg. privacy & individual liberty .

Ethical Egoism: deals with self-interest . self-interest predominates actions even if the overall goal is helping others - goes against promot'n of what's helpful & comradeships .

Feminist Consequentialism:

USES OF ETHICAL THEORIES

→ One can identify the data that needs to be collected & considered for making a decision.

moral Obligations

- * Engineering product is useful & beneficial to a large group of ppl.
- * The product is safe for public use .
- * The rights of public aren't violated .
- * Perform one's duty keeping these 3 conditions in mind .

→ ETs can help us find justificat'n for our actions based on these principles-

IV) ETHICAL CODES

Date :

Page No. :

9

Objectives

- a) Act as guides for ethical functioning : public good, honesty, integrity.
- b) Enhance the image of the profession : regulate members' conduct & public image imp. to claim autonomy & self-regulatory powers & prevent govt. regulations that may not be in interest.
- c) Support to fight against unethical acts: ~~not~~ provides necessary support to fight for just.
- d) Grooming future professionals : awareness of rights & responsibility.
- e) Promote ethical business.
- f) Provide deterrence to unethical conduct.
- g) can create ethical climate: promote co-operatⁿ among ppl in groups.

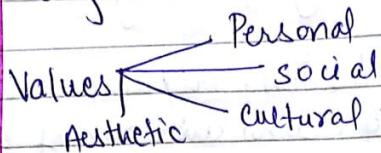
Limitations :

- Many codes are just statements of dos & donts for members - The possibility of acceptance cannot be ascertained.
- Provisions in code can be conflicting
- Many provisions can be absolute, unfruitful
- Do not provide for deterrents and punishment for violation of codal provisions
- Many codes do not give a clear picture to the public at large about the utility of the codes.

II) HUMAN VALUES AND ATTITUDES

Date: _____
Page No.: 10

Values: fundamental constructs, principles or standards developed over a p.rd. of time that we use as a reference to base our decisions & actions.



Attitude: established way of reacting to a situation or people based on values & beliefs that we hold.
→ positive/negative → undesirable
desirable/acceptable behaviour

Domains of Learnings

- cognitive: intellectual skills of acquiring & using knowledge
- Psychomotor: doing actions with limbs. e.g. welding
- affective: values such as honesty, integrity & attitudes like concern for safety.

Affective Domain Taxonomy: stages through which one passes while acquiring desirable traits or values.

- * Receiving: initial stage of learning in affective domain - listening to or hearing about ideas. Only aware of or sensitive to the existence of certain ideas. e.g. hearing lecture.
- * Responding: Person has small degree of awareness, by being actively involved, responding to ideas. e.g. Volunteering.
- * Valuing: stage at which person shows readiness to be considered by others as one valuing certain ideas e.g. debate.
- * Organising: Placing a value "in rel" to those already learnt & maintaining consistency among them. The juxtaposing of values provides an individual with a harmonious balance that enables him/her to have a consistent philosophy.

g. to discuss, examine, formulate

Date:	
Page No.:	11

Characterising: consistently acts acc. to values acquired.
The values become a part of the person.

What is a value, a virtue?

- It is chosen freely, not imposed. Not blindly following others, choosing a value cuz you consider it important.
- have carefully considered all available options & chosen a selected value to follow.
- have a commitment to follow the value, which is known to others.

Personal values

- Personal - define character
- Spiritual - purpose beyond material existence
- Family - To love & be loved
- Career - contribute to society
- Integrity
- Respect
- Loyalty
- Responsibility

Importance of Values

- * They guide us to live ethically, take right decisions
- help evaluate and judge actions of others
- have a bearing on our attitude.
- good values bring INNER PEACE & help us to live in harmony with society.
- give direction to our life, affect our success & happiness.

III) HARMONY ETHICAL LIVING

Date:

Page No.:

12

Seven Rules of Life

- 1) Image : good appearance , posture & carriage . good appearance is needed for success, as they become the personal trait, mental balance & confidence , remove bad habits.
- 2) Breathing : for health confidence, power, etc.
- 3) Scientific exercise :
- 4) Elimination : body elimination should function properly.
- 5) Nourishment & Clothing :
- 6) Mental control:
- 7) Relaxation :

Harmony with Self : understanding of self , clear focus on what we want in life and how to achieve them ,

- realise & prioritise needs & wants.
- consider Maslow's Theory & 7 rules of life , ^{explain}
- peaceful & happy life → not material wealth / bodily needs
- define success for yourself , achieve & define goals

Harmony with Family : different people, diff needs ; hence diff -

- communicatⁿ skills -
- sharing is caring
- traditions & values , discipline obedience
- resolving conflicts
- cooperate & accept views of others

H. with Society : Family + ind. + professional .

- not everyone wishes well for you , unlike family.

Harmony with Nature : Coexistence , preserve biodiversity ,
Species have a right to live, recycling & self-regulation .

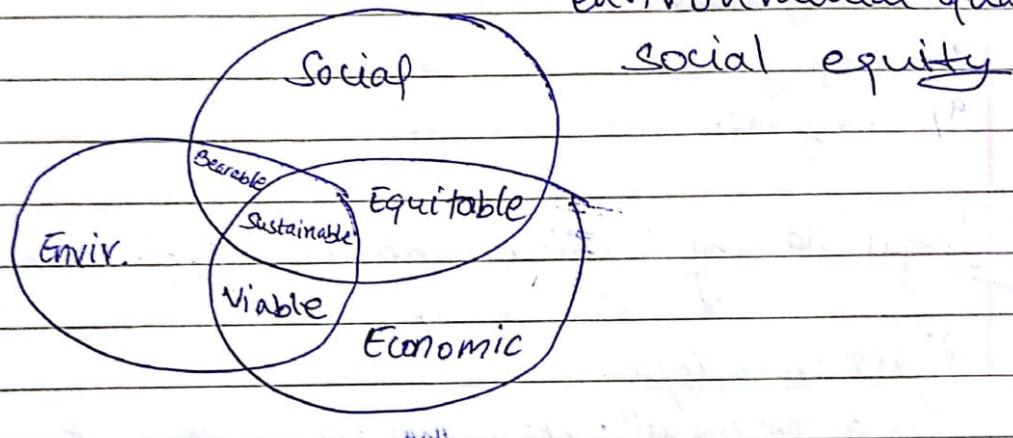
- over-exploitation .

ENVIRONMENTAL ETHICS

Anthropocentrism: human-centredness in development.
no "recognition" to rights of plants & animals to live.
like egoism.

Biocentrism: Recognises the right to live, prosper & exist & equally share resources available ^{for all living beings} ~~for all~~.

Sustainable Development : economic prosperity, environmental quality,



Ecosystem: Terrestrial, Marine, Aquatic, Desert, Rainforest

Biodiversity: totality of genes, species & ecosystems of region
↳ maintaining air quality, water purification, climate, disease control, etc.

↳ excessive agriculture, building, ^{pesticides}

Pollution: land, air, water → ground water, rivers, plastic

- ETHICAL ISSUES:
- 1) Do away with the paradigm of human-centred development?
 - 2) Responsibilities of the developed world, develop, adopt & transfer env. friendly tech. to the poor.
 - 3) Nature will balance itself?
 - 4) Role of countries, corporations and individuals.

Computer Ethics : crimes, pranks, etc.

Cybercrimes:

optional

- 1) Unsolicited & Promotional Mails
- 2) Data Stealing
- 3) Embezzlement
- 4) Hacking
- 5) Dos
- 6) Cyber Stalking
- 7) Online Fraud
- 8) Spoofing
- 9) Piracy, etc.

Illegal Hacking : collect data/mischief, e.g. WikiLeaks

Rights of Employee

- 1) get a compensation package that commensurates with qualification, etc.
- 2) right against discrimination.
- 3) Rights in contract
- 4) Right to pursue hobby / other activities.
- 5) Right to become a member of organization.

Rights of Professional

- 1) Pursue profession in free & fair manner.
- 2) Right of refusal - anything unethical
- 3) higher studies/research.
- 4) whistle-blowing
- 5) fulfil duties based on your judgement.



Rules & regulations

- civil & criminal laws are applicable. - good of society
→ Right of a Professional

Date:

Page No.:

15

WHISTLE BLOWING : disclosing info to public when unethical jobs are carried out. e.g. sting ops.

- 1) Disclosure
- 2) Whistle-blower
- 3) Mode: Mode of Info (Press / Lawyer)
- 4) Motive: noble motive
- 5) Audience

Types:

- a) External: giving info to agencies outside of org.
- b) Internal: discussing with superior while bypassing normal comm. channels.
- c) Open: Disclose and do not hide identity.
- d) Anonymous: hiding identity. not taken seriously

Issues in Engg. Ethics

- 1) Conceptualisation: developing idea into a product. Ramifications not known.
- 2) Investigation: after, collecting data. e.g. dam → topography, geology, locatⁿ, social, envⁱ impact, etc.
- 3) Product Specs & Costing: rough estimate for approvals & sanctions.
- 4) Analysis & Design: long, iterative process
- 5) Bidding & Contracting: fair bidding process, best contractor
- 6) Implementation of Design: Realisatⁿ of prod. in phy. form (safety work place)
- 7) Installation & Use: complete details of product, with documentatⁿ
- 8) Maintainance: services, repairs
- 9) Product Recall & Decommissioning: toxic waste management
- 10) Reconceptualisation → faults that affect thousands.

BB

Obligations

- 1) Work within civil, criminal laws & safety, work equality.
- 2) code of conduct of the professional body.
- 3) contractual agreements with employers.
- 4) obliged to work for the public good.

ROLES1) Managers

- a) Corporate Finances (Insight). Eye for bottom lines
- b) Assigning tasks to people under, make suggestions.
- c) organise meetings, etc.
- d) promote ethical climate & healthy work env.
- e) resolving conflicts.

2) Promoting Ethical Climate

- a) freedom to exercise professional conscience.
- b) "to express technological concerns."
- c) ethical policies for companies.
- d) proper comm. channels - (upward & downward)
- e) training on ethical aspects.

3) Conflict Resolution

- a) technical aspects
- b) cost of product
- c) resources provided & performance expected.
- d) Priorities of work and schedule.
- e) Personality conflicts (ego clashes)

4) Consultants: likely freelancer.

- a) Higher autonomy, high experience

5) Leader: inspire gp. of people.

6) Moral Leadership:

- a) ethical conduct
- b) prof. society associatⁿ
- c) morally creative
- d) welfare activities (CSR)

7) Expert: consultants. (expert opinion in court cases)

8) Advisory: consultants to govt or private agencies, deciding issues related to social & tech. dev in society.
eg. Aadhar etc.

SAFETY & RISK

Safety: ~~act~~ action is safe when risk associated with it is known & acceptable

Risk: Possibility of something bad happening in future.

Hazard: dangerous or can cause damage

Risk-benefit analysis: determining cost of projects to compare with benefits.

Engg. Responsibility for Safety

- designing, manufacturing and controlling quality of safe products
- think of safety & standards more than finances, costs & profits

Product Safety: manu. have

manu. have obligation to only market safe products -

- ① Warnings against possible misuse. (toys, below 3 restricted)
- ② being aware & meeting industry standards.
- ③ dev. product recall plans & procedures, inc. comm. with public
(ads, campaigns, etc.)
- ④ incorpo. safety in product designs. (failsafes)
- ⑤ dev. appropriate safety standards through product dev. (ABS
in cars)

- (6) Implement quality assurance program - constant focus
 (7) Respond quickly to arising safety concerns.

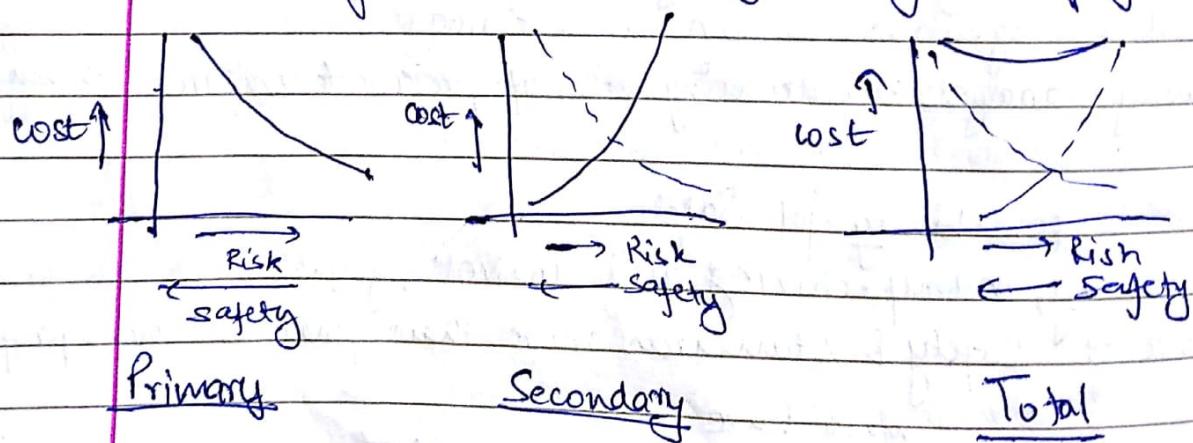
Types of Standards

- 1) Safety: performance, composition, contents, process, design, etc.
 → packaging too
- 2) Informative: Prescribed info (booklets or on packaging)
 eg. Tobacco, learn new skills for product info necessary to prevent misuse by customer.
 eg. Using certain appliances like AC with earthing enabled only.

* Designing - First & basic step for safety.

Costs — Primary: materials involved, prodⁿ cost, overhead

Secondary: downtime, warranty liability, loss of goodwill, etc.



Safe Probability: Two curves (load dist. & cap. dist.) with safety margin in b/w.

Unsafe: " intersecting curves.



Graph (Density vs load/capacity)

RISK-BENEFIT

- justification of many large projects (downs, etc)
- what can go wrong, probability & consequences
- optn. to reduce risks, trade-offs & max risk acceptable

RISK COSTS & MGMT

Mgmt: systematic application of all possible measures to monitor, reduce P(risk) & impact & putting in place relief measures to act quickly.

Risks: funding, market problems, accidents, legal, disasters, etc, lack of knowledge,

Managing Risk: Strategies

→ imp. efficiency, brand value, profitability & goodwill.

- 1) Accepting risks involved & providing for the others. The risks must be manageable, in case liabilities arise. (eg- Creating a software that isn't fully secure, won't harm human life, though lawsuits may be there).
 - 2) Attempting to reduce impact of risk by providing proper management of various products, dict. & customer care.
 - 3) Complete avoidance may be costlier, but may be worthwhile.
 - 4) Transfer Risks to a third Party. (Tenders or insurance)
 - 5) Periodic Assessment of Risks.
 - 6) Avoiding risk altogether. (closing product)
- Principles of RM: create value, be an integral part of org. process, be part of decision making, address uncertainty, systematic, structured, transparent, inclusive, account for human factors.

Identification: Sources

Internal

External

- 1) Objectives-based: events endangering achieving an objective.
- 2) Scenario-based: triggering undesired scenario alternative.
- 3) Taxonomy: possible risk sources breakdown. Questionnaire answers reveal risk.
- 4) Common Risk Check: checking risks with applicatn from a list.
- 5) Risk Charting: combo of above. listing resources at risk, threats, factors & risk & consequences to avoid.

Severity: Eco losses due to mish

Avoiding Risk: If eco losses are huge \Rightarrow p(risk) v. high.

e.g. Dow Chemical's purchase of Union Carbide India.

Risk Redn': Reduce severity $\&$ P(risk). e.g. Fire control, smoke detectors, proper maintenance of electric systems

IPR (Intellectual Property Rights): Right to the creation of one's original intellec
- enables Ind. to claim exclusive rights to exploit his/her

creation commercially. e.g. Patents, trademarks, copyrights.

- granted as incentive for creativity

Purpose & Advantages:

- ① incentive for innovators. - commercially & exclusively exploit
- ② helps invest in R&D as recovery is possible later on. e.g. Phar
- ③ protection of traditions & rich heritage associated with products & geo. territories e.g. Darjeeling Tea.

Downside: exploitation or market through unreasonable prices. e.g. Pharma companies.

Domains:

- 1) Patents: original inventions or imp. of existing products. Others aren't allowed to exploit invention with licence. (TRIPS)

- 2) Trademarks: verbal, visual or combinat' symbol that distinctly identifies products or services by person or business
 - help consumers identify product or svc & origin of manufacture
 - help company advertise the product
 - act as a guarantee for quality
 - create confidence among customers & help in creating brand equity for company's products.

Stakeholders
 \rightarrow
Sandeshbazar



- 3) Copyright : Artistic & literary works. © symbol.
- 4) Industrial Design : something that makes the product attractive and appeals to aesthetic sense of customers.
eg. 2 cars, same features, different design.
- 5) Geographical Indication : protect quality & territorial identity of products that are famous & have high credibility among consumers. eg. Champagne (only in France's town)

Infringement : Motion films & Audio , piracy, ~~plag~~ plagiarism.