



BUSINESS ETHICS

In Company - Managers' Programme

Business Ethics - Course Overview

RA Consulting offers an interactive and highly participative in company training course in Business Ethics. This course has been designed to provide participants with a strong appreciation of the business imperative and commercial benefits associated with ethical compliance. Our managers' programme promotes a clear understanding of ethical responsibilities by emphasising factors such as the importance of brand reputation, consumer trust, organisational culture and leadership responsibilities. A practical and relevant code of ethical conduct also emerges on the basis of case examples and the learning experience.

1 Ethical Responsibilities in the Workplace

- Code of Business Conduct – Spirit & Philosophy
- Recent High Profile Cases – Implications for Employees & Organisations

2 Consumer & Public Expectations

- The Importance of Trust to Business Survival
- Brand & Reputation as Critical Business Assets
- Responsible Practices & Reputation Enhancement
- Corporate Social Responsibility – Consumer & Public Expectations

3 Participant Workshops: Ethical Dilemmas & Pressure for Results

- **Case Study 1:** Increasing Sales Revenues, 'Kickback' Arrangements & Fraudulent Practices
- **Case Study 2:** Consumer, Employee & Product Health & Safety Issue
- **Case Study 3:** Agreements & Understandings with Competitors

4 Conflicts of Interest, Gifts & Gratuities

- Conflicts of Interest
- Working Ethically with Customers & Suppliers
- Gifts & Business Courtesies
- Hospitality & Entertainment
- Bribes & Kickbacks
- Insider Trading

5 Organisational Culture & Ethical Compliance

- The Importance of Organisational Culture in Ethical Compliance
- Prevailing Cultures in High Profile Ethics Cases
- Leadership & Characteristics of Good Leaders
- Managing Culture to Promote Ethical Compliance
- Practical Approaches to Promoting Compliance – Every Manager's Responsibility

6 Protecting Everyone's Best Interests

- A Practical Code of Conduct
- Reporting Suspected Violations & Associated Responsibilities



Workshop elements are used to actively engage participants in the evaluation and assessment of challenging ethical dilemmas. Parallels with real case examples are also used to illustrate the implications associated with different decision options.

Interested organisations may also avail of the option to work with RA Consulting to customise course content and case studies to reflect unique industry-specific issues.

Business Ethics - Course Objectives

Upon course completion, participants will have gained a strong appreciation of:

- The commercial and legal imperatives of ethical compliance for managers and organisations
- How conflicting performance pressures and ethical dilemmas can be managed to protect the best interests of all parties
- The importance of organisational culture and effective leadership in ensuring ethical compliance
- How to manage potential conflicts of interest to ensure ethical compliance
- The key elements which should be included when drafting a practical and effective code of ethical conduct
- How suspected violations should be reported to protect the best interests of all parties

Business Ethics – Course Features

- Highly interactive and participative training programme with extensive workshop elements
- Team based learning approach to the evaluation and resolution of challenging ethical dilemmas
- Option to customise course content and case studies according to specific company and industry requirements
- Case based training with reference to over 20 real business case examples
- Separate programme available for non-managerial employees
- Option to develop and/or incorporate your organisation's own code of conduct as applicable

Further Information & Bookings

Further information is available from:



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Public Programmes

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