

Ethics, Values and Culture Building in Management Education

From the family to society at large, from government to the private workplace, ethical violations- breaches of private and public trust- have become a conspicuous feature of the contemporary landscape throughout the world. Tellingly, even our colleges and universities have been plagued by ethical misconduct ranging from widespread cheating by students to faculty who have falsified data and manipulated research findings.

Few professions have been immune from public embarrassments and accusations, but some- such as business- have become the target of highly visible publicity in the wake of travesties like those at Enron, WorldCom, and Parmalat. While there have been business scandals throughout the last century, the recent debacles have brought the focus to ethics and business schools. Some critics have charged business schools with teaching students to bend the rules to make the numbers. Others have maintained that business schools glossed over ethical conduct in examining business transactions and might go so far as to encourage students to bypass policies, procedures, and even the law, to ensure favorable financial results.

While a number of business schools have developed innovative strategies for engaging students in the challenge of providing ethical leadership, the assumption of many faculty and program leaders that the majority of students being adequately prepared in this domain is highly questionable. My report is based on the premise that the time has come for business schools to renew and revitalize their commitment to the centrality of ethical responsibility at both the individual and corporate levels in preparing business leaders for the twenty-first century.

I suggested the importance of ethics education to be an integral part of management education in my report and how to implement ethics course effectively with healthy participation from both the faculty and students alike is my focus area.