

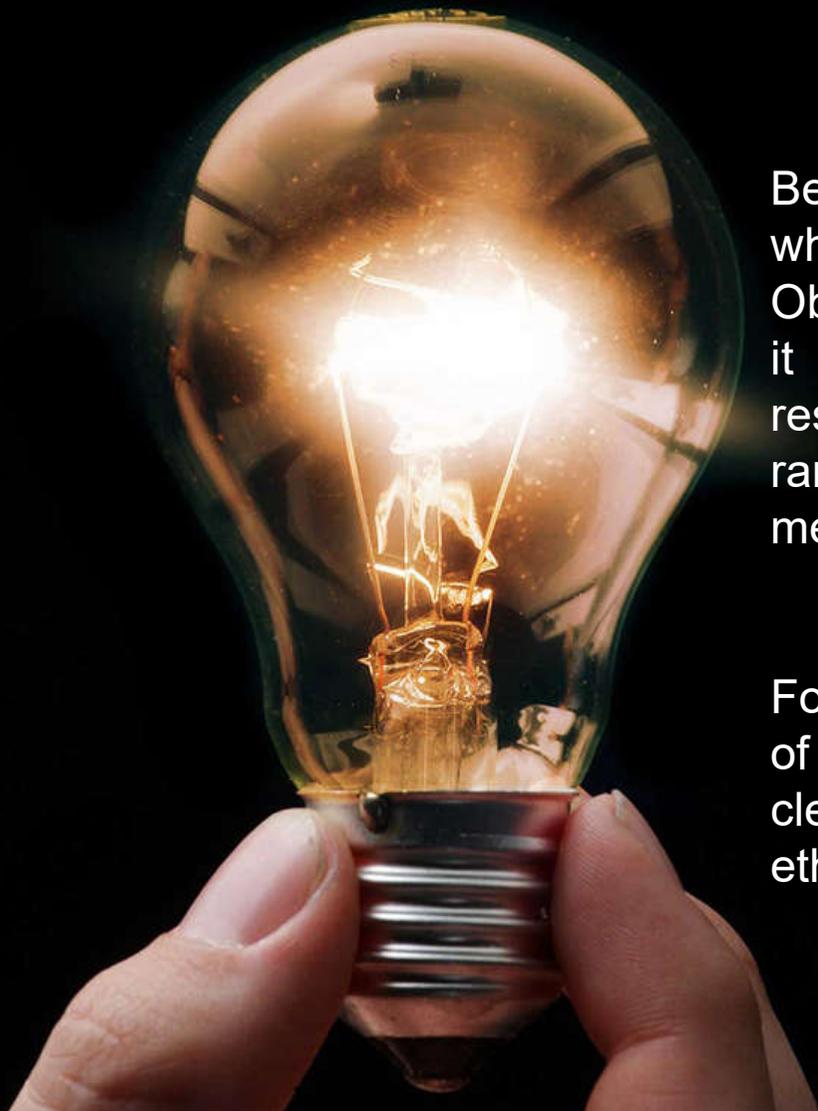


MENGELOLA ETIKA BISNIS

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What is business ethics management?



Before we proceed, it is necessary to first establish what exactly we mean by managing business ethics. Obviously, managing any area of business, whether it is production, marketing, accounting, human resources, or any other function, constitutes a whole range of activities covering formal and informal means of planning, implementation, and control.

For our purposes though, the most relevant aspects of business ethics management are those that are clearly visible and directed specifically at resolving ethical problems and issues

Typical components of business ethics management

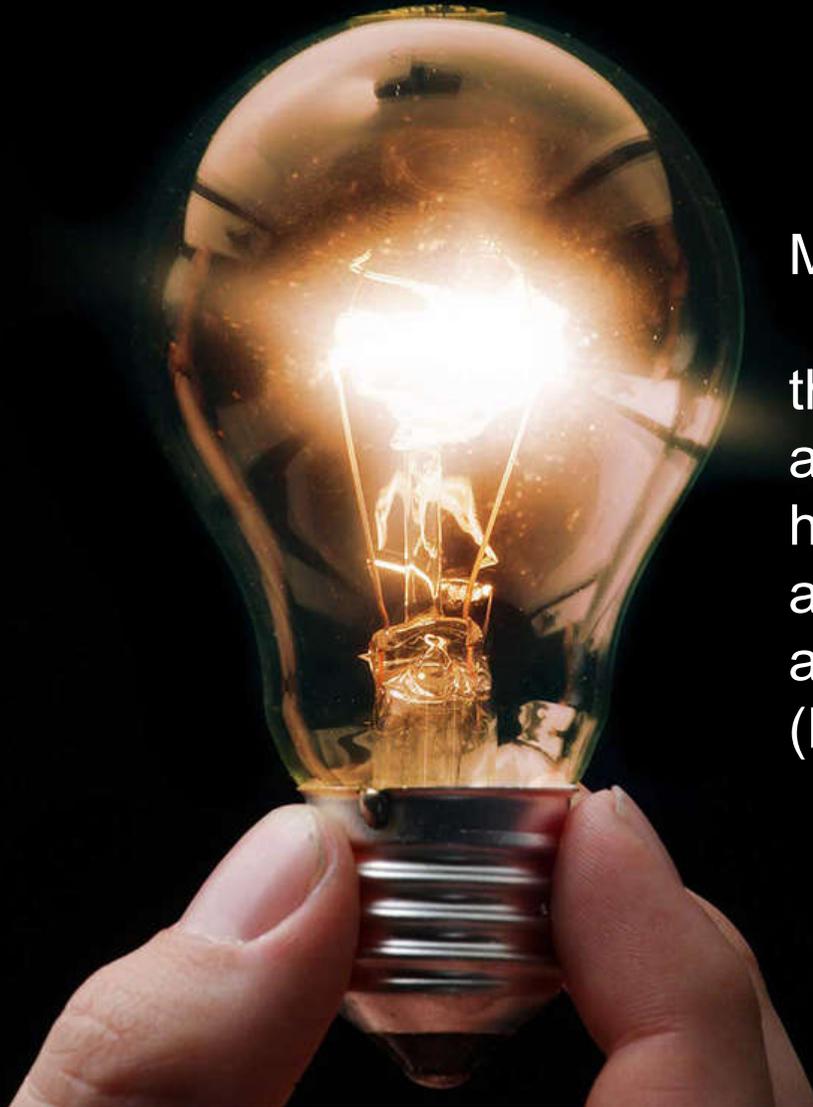
- Mission or values statements
- Codes of ethics
- Reporting/advice channels
- Risk analysis and management
- Ethics managers, officers, and committees
- Ethics consultants
- Ethics education and training
- Stakeholder consultation and partnership
- Auditing, accounting, and reporting

Figure 5.1 Business ethics management

Figure 5.1 Business ethics management

Auditing, accounting, and reporting

Components of business ethics management



Mission or values statements

these are general statements of corporate aims, beliefs, and values. such statements have increasingly included social, ethical, and environmental goals of one kind or another

(King et al. 2010).



Codes of ethics

sometimes called codes of conduct or simply ethics policies, these are explicit outlines of what type of conduct is desired and expected of employees from an ethical point of view within a certain organization, profession, or industry.



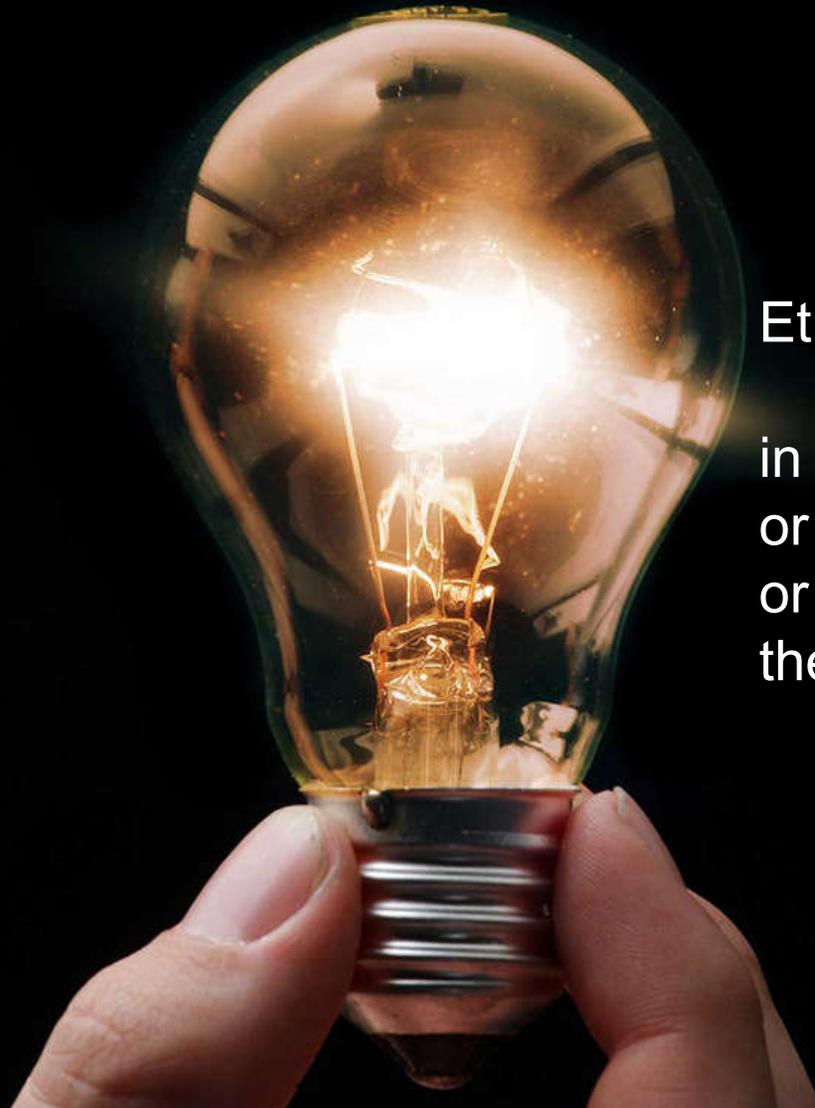
Reporting/advice channels

gathering information on ethical matters is clearly an important input into effective management. Providing employees with appropriate channels for reporting or receiving advice regarding ethical dilemmas can also be a vital means of identifying potential problems and resolving them before they escalate and/or become public.



Risk analysis and management

Managing and reducing risk has become one of the key components of business ethics management, not least because awareness of potential reputational and financial risks has been one of the key drivers of increased attention to business ethics in recent years.

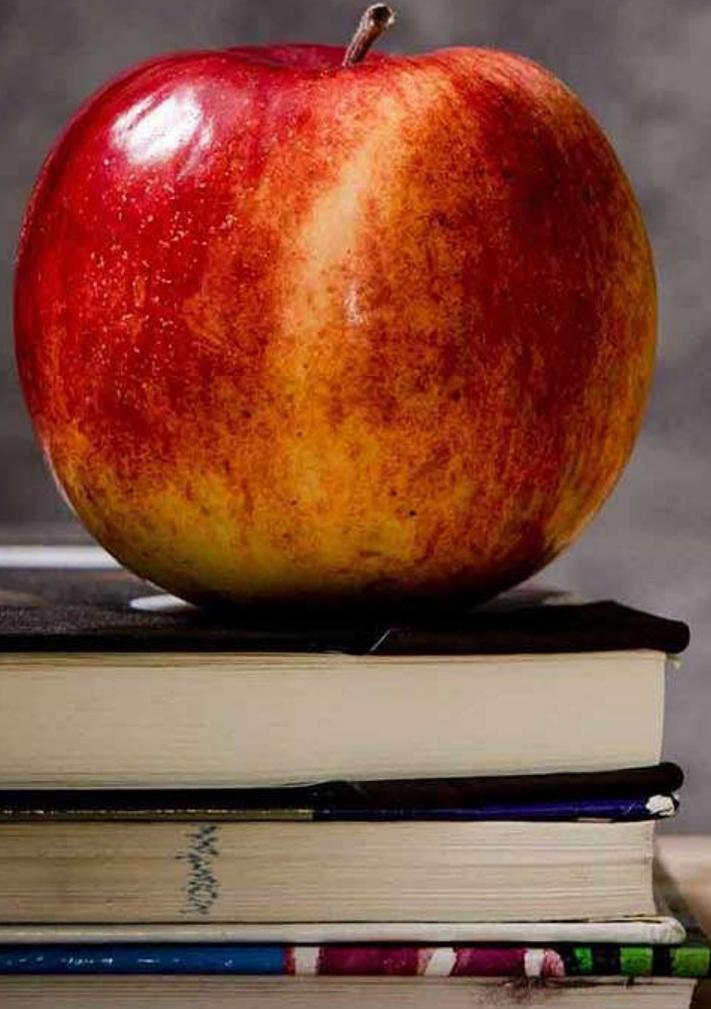


Ethics managers, officers, and committees
in some organizations, specific individuals
or groups are appointed to co-ordinate and/
or take responsibility for managing ethics in
their organization.



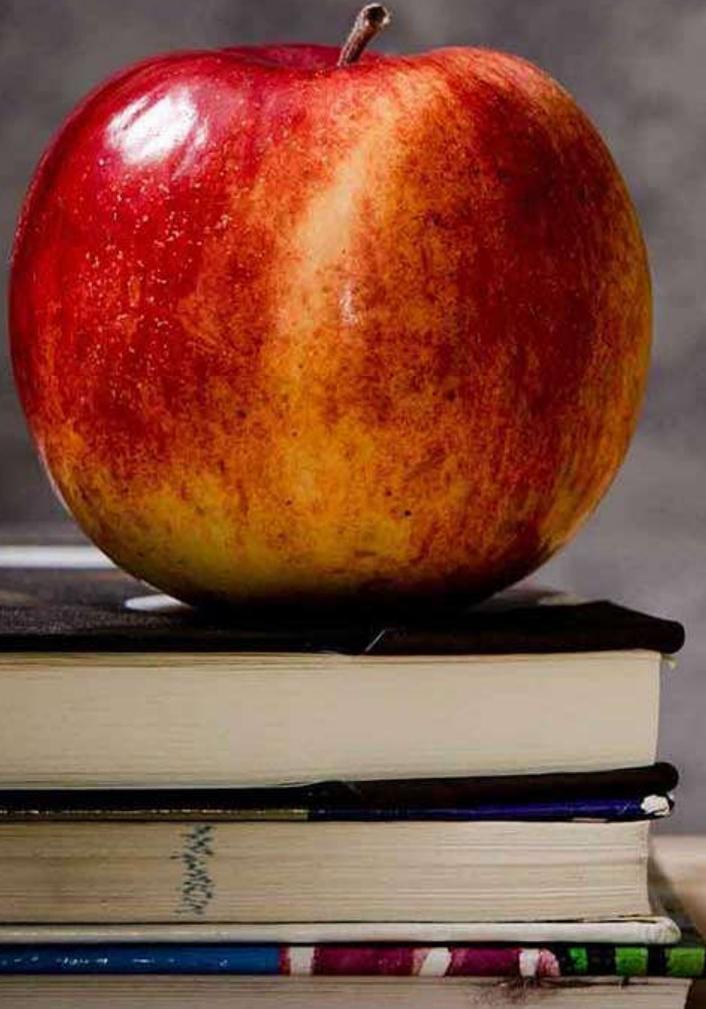
Ethics consultants

Business ethics consultants have also become a small but firmly established fixture in the marketplace, and a wide range of companies have used external consultants rather than internal executives to manage certain areas of business ethics.



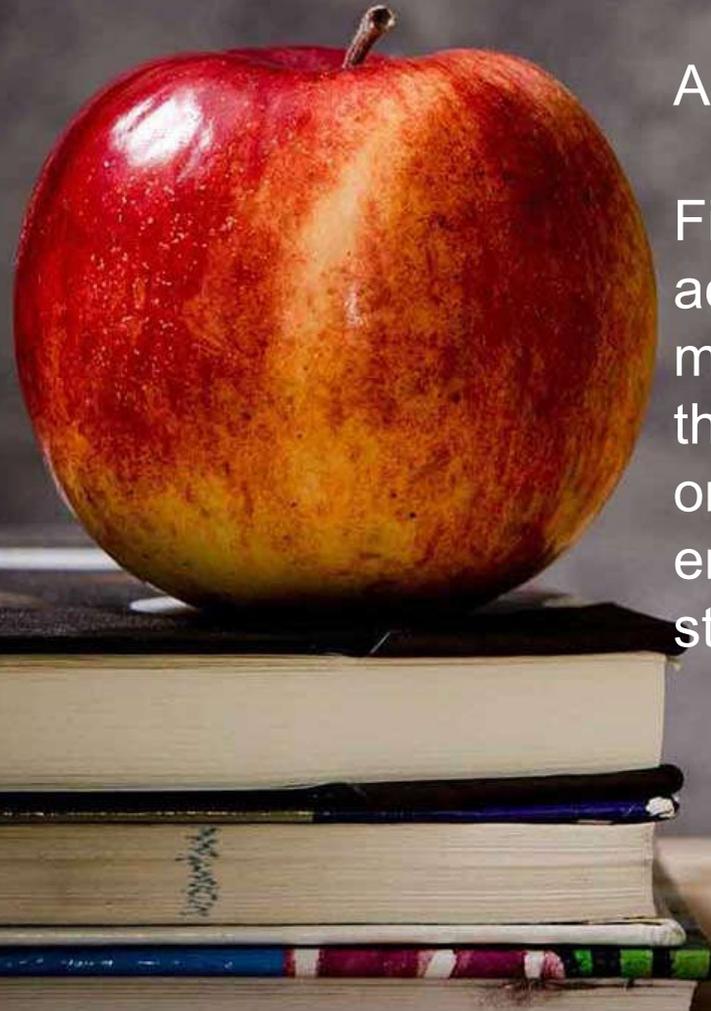
Ethics education and training

With greater attention being placed on business ethics, education and training in the subject has also been on the rise. Provision might be offered either in-house or externally through ethics consultants, universities and colleges, or corporate training specialists.



Stakeholder consultation, dialogue, and partnership programmes

there are various means of engaging an organization's stakeholders in ethics management, from surveying them to assess their views on specific issues to including them more fully in corporate decision-making.



Auditing, accounting, and reporting

Finally, we come to a set of closely related activities that are concerned with measuring, evaluating, and communicating the organization's impacts and performance on a range of social, ethical, and environmental issues of interest to their stakeholders.

REFLEKSI

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THANK YOU

Any Question ??