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SOUTH EAST ASIAN MANAGERS' PERSPECTIVES

Edited by

Suhaimi Mhd. Sarif

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South East Asian Managers' Perspectives

Editor:

Suhaimi Mhd Sarif

Asst. Professor of Business Management

Kulliyyah of Economics & Management Sciences
Department of Business Administration

IIUM Press

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Selangor Darul Ehsan
Tel: +603-6188 1542 / 44 / 45 Fax: +603-6188 1543
EMAIL: iiumprinting@yahoo.com

CHAPTER 5

CONTEMPORARY APPROACH IN TEACHING BUSINESS ETHICS

Suhaimi bin Mhd Sarif
Jamal Abdi

ABSTRACT

This chapter suggests ways of incorporating ethics across the public universities curriculum. Business ethics has arguably become more important to both the business world and business schools in recent years. Many people believe that ethical behavior is within oneself, this study suggests that education does matter. This paper examines ethics education and its relationship with students' ethical awareness and moral reasoning. It is hypothesized that students with ethics education will have both a greater ethical awareness and ability to make more ethical decisions. Results suggest that ethics education improved students' ethical awareness and moral reasoning. Interestingly, results also seem to show that students' readiness moderated their learning outcomes.

Keywords: Business ethics, Ethical awareness, Ethics education, Moral reasoning, Moral judgment, Ethical relevance.

INTRODUTION

The verse above clearly states the benefit of ethics in Islam. Business ethics has become an increasingly important part of this global conscience (Freyne, 2009; Gilmartin, 2008). Most businesses and universities know that without ethics damage can be done by unethical behavior. Ethics education and training are important elements in the creation of ethically sensitive business cultures. Henle (2006) suggests leaders are ultimately responsible for building value-based cultures within organizations. Wright (1995) on the other hand says, "Education is the best means to develop good ethical behavior in the modern business environment." Giacalone (2008) suggests that business schools need to ensure that students are equipped with ethical integrity to meet challenges in the real business world.

Those who support teaching business ethics suggest ethics education will help students acquire the knowledge and skills to make proper judgments about the ethical dimensions of economic activity. The emphasis is on building competences to help students identify, analyze, judge, and evaluate ethical matters in business, to apply ethics to real-life business decisions (Rossouw, 2002; Sims, 2002). Based on this reviews we can say that, the emphasis of business ethics in public universities is on building competences to help students identify, analyze, judge, and evaluate ethical matters in business, to apply ethics to real-life business decisions (Rossouw, 2002; Sims, 2002).