

ETHICAL CONSIDERATIONS IN PROFESSIONAL EXCELLENCE

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ABSTRACT

With a huge expansion of the education system, major steps have been taken to enhance education standards but somewhere along the way, we seem to have lost sight of our traditional ethics and values. The standard as measured by the percentage of marks obtained in examinations has been rising to unprecedented levels. But, unfortunately there is a marked decline in the character, moral values and general behaviour of students coming out of educational intuitions. The only way to arrest this decline is in providing value-orientation in our educational system. The time has come when we must start moulding the character of students to become good Professionals and Citizens. The Educational atmosphere, the personality and behaviour of teachers is a major factor in developing a sense of values.

Paper focuses upon education for human ethics, which includes Religious, Moral, and Cultural Education. Generally accepted human ethics are Truth, Righteous conduct, Peace, Love and Non-violence. These Ethical values have certain characteristics like responsibility, subjectivity, justice, objectivity, integrity, commitment, etc. These values aim at Socialization, Perfection, Self realisation, satisfaction, standards, moral development etc. Ethics have important role in professional excellence because the actions of the people represent the organization. Business ethics are nothing more than the code of values and principles that govern the actions of a person, regarding what is right versus what is wrong. A business cannot be any more – or less – ethical than the people who run it and who work for it.

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INTRODUCTION

In most educational institutions, there is a lack of the concept of human development and nation building in the education process. The emphasis instead, is on money-making and materialism. This has resulted in the gradual erosion of values among people. This trend needs to be reversed. The only way to arrest this decline is in providing value-orientation in our educational system. It is not subjects like History, Geography or Science that needs to be taught through dedicated textbooks such as 'moral science'. That would make a dull reading. Indirect method of instruction is more effective in building the character of students. The educational atmosphere, the personality and behaviour of teachers is a major factor in developing a sense of values. It must be emphasised that consciousness of values must permeate the whole curriculum and programme of activities in the educational institutions.

WHAT ARE ETHICS?

Ethical value is sometimes used synonymously with goodness. However, goodness has many other meanings as well, and may be regarded as more ambiguous. The term value may mean different things to different people. Without going into a debate about the definition of value, it is generally accepted that five universal human values i.e. Truth, Righteous conduct, Peace, Love and Non-violence are directly linked to physical, intellectual, emotional psyche and spiritual facets of human personality. In professional life, Organizations are expected to take steps to integrate these values into their decisions, actions, policies, processes, and systems. Similarly, professionals should be expected to treat in accordance with these values by their organization.

EDUCATION FOR HUMAN ETHICS:

To gain professional excellence the learning material in educational institutions should be designed to equip students with the wherewithal to combat social evils like caste and class barriers, religious fundamentalism etc on the one hand and develop a scientific temper and habit of logical, rational thinking on the other. Education develops a sense of discrimination between good and bad. This discrimination is based on values. Human ethics can be incorporated by Religious, Moral, and Cultural Education.

- ✚ **Religious Education:** Religion is the basis of true humanitarianism. The presence of religious faith helps the individual to face all kind of adverse conditions with the belief that he can progress at least a little, irrespective of the darkness of the outlook. Hence the religious faith helps man in his progress, raise him to high level, and also assist him in

developing democratic qualities. The aim of religious education is not to profound the theories of any one particular religion but to create faith towards universally accepted religious values. Religious education has some objectives such as: Socialization, development of democratic values, Sense of respect for man, proper attitude, Honesty, Justice, and Equality etc. It is essential to remember the principle that religion is acquired, not taught, thus it is not a subject to be learnt, but to realize and translated into life. In education institutions the basic elements which are at the root of every religion must be taught to develop humanitarianism.

- ✚ **Moral Education:** Development of character is aim of education, for which, moral education is essential. Man is made by his thoughts, one find that individual develop character according to the ideas presented to him during his growth. Good thoughts leads to a sound determination and this in turn put the man on the path to good life, and he is filled with strength of soul which inspires him to adhere to this path.

No education is complete without moral education, and this morality is the foundation of man's future and therefore the seed of this must be shown in educational institutions. But this moral education cannot be imparted through lecturers and text books because the basis of this education is proper feelings, proper conduct and the development of proper habits of thoughts, feeling and action. The modern teacher, therefore, must have highest ideals.

- ✚ **Cultural Education:** India is big country, there are numerous racial groups living in different parts of the country who not only posses different cultures, but posses cultures which do not resemble civilized groups. One finds differences of living standards, language, style of dress etc., among the people living in different parts of country, but even more remarkable is difference of values of life and ideas. Conflict have been seen due to linguism, regionalism, communalism, casteism etc , it can be said that educational institutes have been failed to create unity and mutual sympathy among the different groups. Inter-cultural understanding needs to be created through education to solve these conflicts.

CONTRIBUTION OF ETHICS IN PROFESSIONAL EXCELLENCE

'Ethics' means the practices of moral and principled decision making and behaviours when it comes to operating your company. This means that professionals needs to continuously act in

accordance with their organisations' vision and values. Various characteristics of ethical values for professional excellence are:

Social Responsibility and Ethics: Social responsibility is an ethical theory, in which individuals are accountable for fulfilling their civic duty; the actions of an individual must benefit the whole of society. In this way, there must be a balance between economic growth and the welfare of society and the environment. Decisions and actions must be ethically validated before proceeding. If the action or decision causes harm to society or the environment then it would be considered to be socially irresponsible.

Integrity: Integrity is regarded by many people as the honesty and truthfulness or accuracy of one's actions. It is a concept of consistency of actions, values, methods, measures, principles, expectations, and outcomes. Barbara Killinger offers a traditional definition: "Integrity is a personal choice, an uncompromising and predictably consistent commitment to honour moral, ethical, spiritual and artistic values and principles." Professional integrity and ethical behaviour is crucial for personal credibility and professional success within the business world.

Ethics and Justice: Ethics concerns what is *morally* right or wrong. Justice concerns what is *legally* right or wrong. Ideally, justice is ethical, and one assumes that doing what is ethical is legal. Justice cares about people's rights, and righting wrongs when those rights are violated.

Ethical Subjectivism: It is the philosophical tenet that "our own mental activity is the only unquestionable fact of our experience". Ethical subjectivism is the meta-ethical belief that ethical sentences reduce to factual statements about the attitudes and/or conventions of individual people, or that any ethical sentence implies an attitude held by someone. As such, it is a form of moral relativism in which the truth of moral claims is relative to the attitudes of individuals. Consider the case this way — to a person imagining what it's like to be a cat, catching and eating mice is perfectly natural and morally sound. To a person imagining they are a mouse, being hunted by cats is morally abhorrent. Though this is a loose metaphor, it serves to illustrate the view that each individual subject has their own understanding of right and wrong.

Ethical Objectivism: Generally, objectivity means the state or quality of being true even outside of a subject's individual biases, interpretations, feelings, and imaginings. A proposition is generally considered objectively true (to have objective truth) when its truth conditions are met and are "bias-free"; that is, existing without biases caused by, feelings, ideas, etc. of

a sentient subject. According to the ethical objectivist, the truth or falsity of typical moral judgments does not depend upon the beliefs or feelings of any person or group of persons.

Perfection: The *ethical* question of perfection concerns not whether man *is* perfect, but whether he *should* be. And if he *should* be, then how is this to be attained? Plato seldom actually used the term, "perfection"; but the concept of "good", central to his philosophy, was tantamount to "perfection." He believed that approximation to the idea of perfection makes people perfect.

Job satisfaction: Five core dimensions of job satisfaction are: (1) satisfaction with pay, (2) satisfaction with promotions, (3) satisfaction with co-workers, (4) satisfaction with supervisors and (5) satisfaction with the work itself. These dimensions of satisfaction are compared to top management's ethical stance, one's overall sense of social responsibility and an ethical optimism scale. Professionals could be more satisfied with the various dimensions of their jobs when top management stresses ethical behaviour and when they are optimistic about the relationship between ethics and success within their firms. One's sense of social responsibility is also relatively unrelated to job satisfaction.

Ethics and Standards: The Standards of Ethics maintains that an individual must: (1) Place the integrity of the profession and the interests of clients above your own interests. (2) Act with integrity, competence, and respect, (3) Maintain and develop your professional competence.

These Standards of Professional Conduct cover:

- ✚ Professionalism and integrity of the capital markets
- ✚ Duties to clients and employers
- ✚ Investment analysis and recommendations
- ✚ Conflicts of interest and your responsibilities

The Ethics of Self-Realization: Self-realization is an expression used in psychology, spirituality, and Eastern religions. The theory of **self-realization** is that a life of excellence is based on the actualization of human potentialities. In psychology, this is called "self-development." It is defined as the "fulfilment by oneself of the possibilities of one's character or personality."

CONCLUSION:

Thus to develop ethical values it is need of the hour to create awareness of India's common cultural heritage, social justice and compassion, democracy and egalitarianism, secularism, gender equality, concern for environment, social cohesion and national unity, population and

Quality of life, and scientific outlook and spirit of enquiry etc. among students at educational level. With the availability of electronic media, it should be possible to develop audiovisual capsules based on clippings of films and TV material showing virtues of honesty, integrity, compassion and selfless service. In addition, short films on real life examples from lives of great personalities like Mahatma Gandhi, Mother Teresa will have much greater impact on young minds than sermons on morality.

Demonstration of ethics is critical to professional excellence, so one must:

- Demonstrate commitment to goals;
- Act with honesty and integrity at all times;
- Treat everyone, with dignity and respect;
- Be committed in pursuit for excellence;
- Exhibit leadership and professionalism in all duties;
- Embrace diversity and equality; and
- Be responsible and accountable.

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