

**Popular business topics analysis from the point of view  
of business ethics**

Храмцова М. В.

Белорусский национальный технический университет

There is no need to explain that it is not enough to be an ethical manager with firm values from school, family or religion to solve complicated problems that pop up in any company nowadays. It takes something more to make balanced strategic decisions which meet expectations of all business stakeholders. They (such complex decisions) should be based on specific guidelines which are usually accumulated in a company ethical code. And here comes the main question how to teach future managers developing such ethical codes or norms. One of possible answers lies in practice of discussing ethical issues in business English classes and finding consensus on each of them.

Considering ethical aspects of business topics such as managing people, marketing or free trade will enable students (future managers) to identify ethical issues when they arise in business, find tools available for resolving them, promote ethical behavior within work teams, cope with conflicts between their own personal values and those of the organization and so on.

To illustrate my point I'd like to refer to some topics covered by students with pre-intermediate level of English and identify ethical issues to focus on.

Firstly comes the unit "Career" which provides a lot of material for ethical evaluation, namely, violating personal space when company researches your personal page in one of the social sites before or after job interview, race and gender discrimination at the employment stage. On behalf of the applicant, there are also different moral infringements such as misrepresentation of your personality, experience and skills in your CV, promoting your career at the expense of others and so on. The topic of Great ideas raises such moral dilemma as "to steal or not to steal". The answer may seem obvious, if we don't refer to S. Jobs with his famous statement that real the geniuses are those who steal great ideas. Maybe that is why high tech sphere is Godzilla battlefield.

Unit "Managing people" is closely connected with the issue of treating people as easily replaceable "spare parts but not investments and so on.

In conclusion, it is worth mentioning the fact that there is a powerful assumption that altruism or morality is embedded in human DNA, so the teacher in the business ethics class can only bring a rational base to this natural tendency or human nature attribute.