



Business Ethics

Meeting 7

Preliminary

- Being an Entrepreneur is not a shortcut to get rich
- Being an entrepreneur is a struggle
- Whatever is done, entrepreneurship cannot be built in an instant.
 - ✓ If you feel you have succeeded in a short time, check again whether the foundation of your business is strong enough? Re-check whether the success that you have achieved honestly and lawfully, is your business real or fictitious-speculative or is there a party that loses? Have you fulfilled your requirements and obligations?

Questions that need to be pondered by prospective entrepreneurs

- (1) Is there really a halal instant way to get rich?
- (2) What do people do to make them rich?
- (3) Whether by becoming rich will automatically become an entrepreneur?
- (4) Is it time for you to live with wealth?



Try to uphold ethical values from the time you are young and don't compromise the slightest.

Build character and have a reputation

Reputation:
What the
mourners said
on the side of
our bodies

Character:
What the
angels say to
God about
us

How do you do business ethically?

- *Behave honestly in carrying out business activities. This covers all aspects of running a business*
- *Obey values*
- *'Walk the Talk' means consistent between what is done and what is said*

Understanding of Ethics in Business

- A lasting business is one that is upheld by ethical values
- Companies that grow into large starts from:
 - ✓ Ordinary people who from the beginning upheld moral and ethical values.
 - ✓ Maintain trust and not carelessly in words, especially in acting.
 - ✓ Work with values, and recruit people by seeing the values they hold. They instill healthy values from the start.

*"Stop wishing.
Start doing."*



Bintan, Kepulauan Riau

What is Ethics?

- A guideline to get a life of value or dignity.
- Ethics provides instructions on what is right and what is wrong.
 - According to The World Book Encyclopedia (2008), ethics asks questions about right and wrong by using the "reasoning" method, not right-wrong according to belief or tradition.

- Therefore, there is always a "reason" why we must uphold ethics. Look at the following statements and see what you will get if you consistently carry out what you say (Maxwell, 1982):

What did I say	What am I doing	What they do
<ul style="list-style-type: none"> • I say to employees: "Come to the office on time." 	<ul style="list-style-type: none"> • I arrived on time 	<ul style="list-style-type: none"> • They arrived on time
<ul style="list-style-type: none"> • I say to employees: "Be positive" 	<ul style="list-style-type: none"> • I show a positive attitude 	<ul style="list-style-type: none"> • They will behave positively
<ul style="list-style-type: none"> • I say to employees: "Customer first" 	<ul style="list-style-type: none"> • I put consumers first 	<ul style="list-style-type: none"> • They prioritize consumers

- Now, what happens if the things I do are different from what I say like the following:

What did I say	What am I doing	What they do
<ul style="list-style-type: none"> • I say to employees: "Come to the office on time." 	<ul style="list-style-type: none"> • I am always late 	<ul style="list-style-type: none"> • Some employees will be on time and others will not.
<ul style="list-style-type: none"> • I say to employees: "Be positive" 	<ul style="list-style-type: none"> • I practice negative behavior 	<ul style="list-style-type: none"> • Only a few people are positive, the rest behave negatively.
<ul style="list-style-type: none"> • I say to employees: "Customer first" 	<ul style="list-style-type: none"> • I put myself first 	<ul style="list-style-type: none"> • Only a few people put the customer first, others don't.

Peter Koestenbaum (2002) provides a formula for understanding ethics as "serving others", by:

- Do not do anything to others for what we ourselves do not like to accept
- Serving others also means you want to see in the eyes of others. Enter the other person's point of view and see if your actions are pleasant or not.
- Often people do not realize their actions will harm others before the time comes
- "Serving others" also means that you are more than someone who develops other people (employees)

Tips

- Do not enter into business that is not real, especially those that promise wealth in an instant time. Avoid reading books that promise fast, instant and compass-cutting ways.
- Reassure and continue to say in yourself that you are able to work hard and hard work always ends well.
- Do business with values of honesty, fairness, equality, openness, win-win, service and instill those values in the business that you build.
- Don't be tempted to succeed quickly. Remember everything has its time. Timing too fast can be a negative risk.
- Recruit honest employees and do what you say.

end

