



# Business Ethics

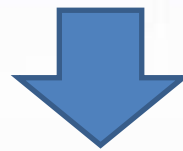
## Meeting 7

# 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"> <li>• I say to employees: <b>"Come to the office on time."</b></li> </ul>	<ul style="list-style-type: none"> <li>• I arrived on time</li> </ul>	<ul style="list-style-type: none"> <li>• They arrived on time</li> </ul>
<ul style="list-style-type: none"> <li>• I say to employees: <b>"Be positive"</b></li> </ul>	<ul style="list-style-type: none"> <li>• I show a positive attitude</li> </ul>	<ul style="list-style-type: none"> <li>• They will behave positively</li> </ul>
<ul style="list-style-type: none"> <li>• I say to employees: <b>"Customer first"</b></li> </ul>	<ul style="list-style-type: none"> <li>• I put consumers first</li> </ul>	<ul style="list-style-type: none"> <li>• They prioritize consumers</li> </ul>

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

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**

