Syllabus of Module

5. Corporate Culture and Ethics

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Module Annotation

Corporate culture is an essential part of any organisation and a good corporate culture is part of a successful company. It includes not only the external factors that are the most visible, but also internal factors, and the most visible is undoubtedly the level of communication of the company, because with its help we can motivate, educate, look for solutions. The external environment also perceives us through our way of communication (promotion, statements, business meetings). Culture can be defined as the opposite of nature, because it is created by people. Culture is, in a broader sense, a new environment in which a person exists, not as an individual, but as a part of society – a company. The individual must more or less adapt to other members and is expected to behave in a certain way in the environment of the set culture.

According to G. Hofsted and G.J. Hofstede (2007), culture is understood as "civilization", or the improvement of thinking, which is manifested by education, art and literature, philosophy and science. In summary, these are certain learned and adopted patterns of behaviour that seem to a certain group of people to be absolutely common and are shared with people in the surroundings. These patterns of behaviour are formed in the background in which people grow up and are raised. Culture is also defined by the social environment and the family in which we grow up, school, interest activities, influenced by peers and the media. All this is also reflected in the corporate culture of each organisation; the way in which it is also influenced

by the experienced moral and ethical norms of behaviour in the organisation. It follows, therefore, that ethics is an essential part of corporate culture.

Ethics, or also the theory of morality (from the Greek ethos – morality), is a philosophical discipline that deals with the study of the moral dimension of reality. It examines morality, or morally relevant conduct and its norms. This is a discipline of practical philosophy and deals with the theoretical examination of values and principles that guide human actions in situations where there is a possibility of choice through free will. It evaluates human activity in terms of good and evil. Unlike morality, which is closer to specific rules, ethics tries to find common and general foundations on which morality is based, or tries to justify morality. Ethics is further divided into other disciplines, for example: journalistic ethics, medical ethics...and also business ethics, which we will be interested in within the Corporate Culture and Ethics module, because a certain ethos, i.e. a moral basis, a set of moral norms that acts as a measure of internal attitudes and actions, each of us has and influences (consciously or unconsciously) our surroundings, i.e. also the corporate culture that we share and also has an impact on morality, which is very closely related to ethics, because it is the ability of a person to control their behaviour and actions with a set of rules (set corporate culture) that was created and arises in order to express the quality of human life and is individually manifested in the conscience of each of us and its output is morality, law, legality.

Module Objective

The aim of the Corporate Culture and Ethics module is to demonstrate the importance of ethical behaviour in the business environment. Explain the basic philosophical concepts and history of the emergence of this social science and its impact on the formation of human character in relation to the common morality, manner of acting, attitude and thinking of people who are part of the corporate culture of the organisation.

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