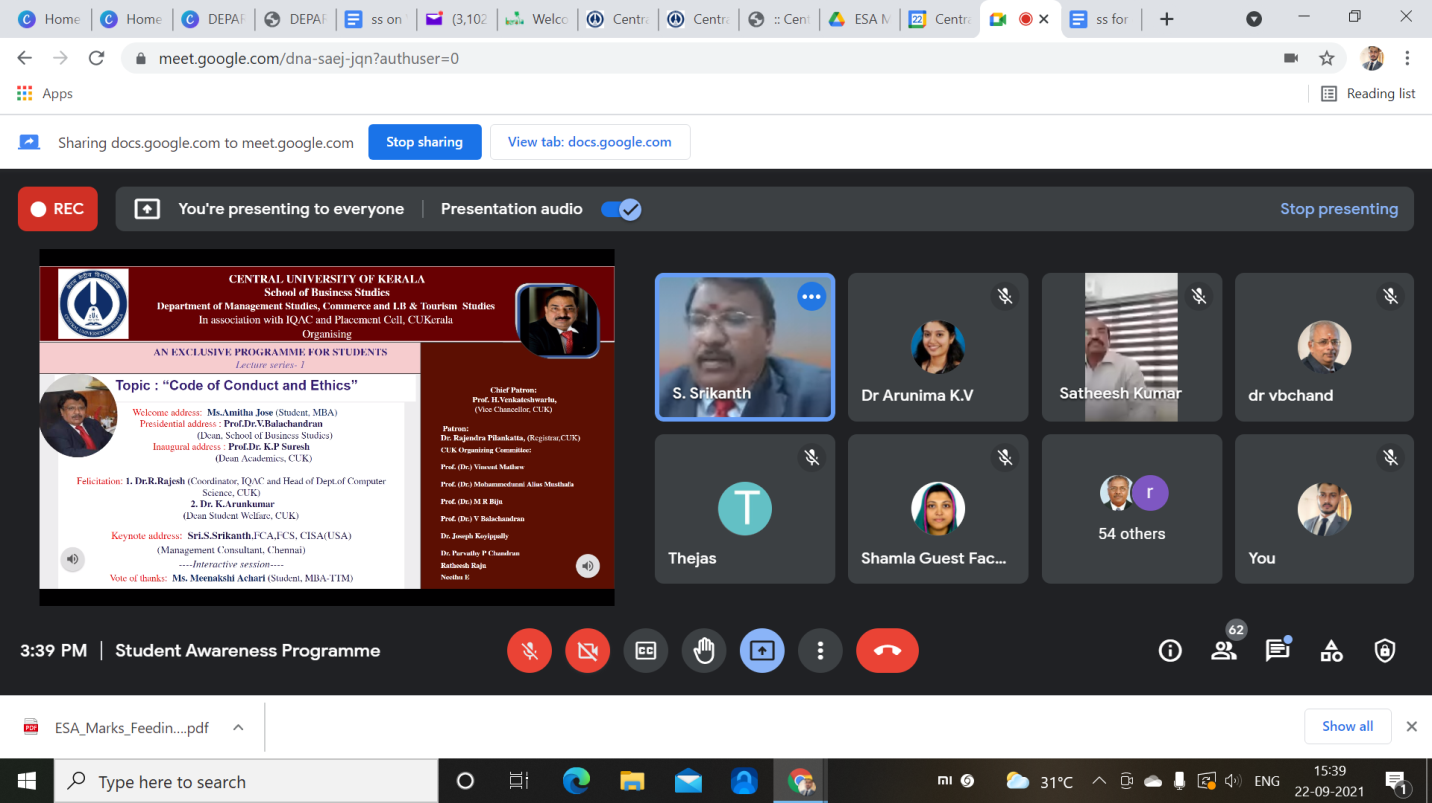
1. **SPECIAL LECTURE ON “CODE OF CONDUCT AND ETHICS”**

Being ethical is as important as being human. Ethics is knowing the difference between what you have the right to do and what is the right thing to do. The Departments of Management Studies, Commerce and International Business and Tourism Studies jointly organized Special Lecture Series in collaboration with IQAC and Placement Cell, CUK on the topic “ Code of Conduct and Ethics” on 22nd September 2021.Ms. Amitha Jose, Final year student of Department of Management Studies welcomed the Guests of Honour and the participants. Prof.Dr.V.Balachandran, Dean- School of Business Studies presided the session. In his address, he emphasized the need to practice Code of Conduct and Ethics in every organization/Institution and for each profession. Code of Conduct and Character are basic ingredients of every human being. The reputation and image of a Nation depends upon the character and conduct of its citizens. It is expected that students shall develop good behavior, respect for Peers and Teachers, mutual respect and trust, decent manners, adoption of ethical practices and create good culture and environment for better learning and overall personality development. .Prof.Dr.K.P.Suresh, Dean Academics, CUK inaugurated the lecture series. He opined that management disciplines express the social responsibility of a firm. If one is appointed to a managerial position of a firm, it is the duty to see the rights and wrongs of the role assigned to them. He cited the example of adverse effects of Endo-sulfan case in Kerala, and how people are important in the society. The need of the hour is to meet the ethical side of the society through CSR funds and more activities beyond profits. He mentioned that it is the responsibility of every human being to stay ethical in all areas of management and transform the society in a positive way. Dr.R.Rajesh, Director of IQAC and HOD of Department of Computer Science, CUK felicitated the function. He spelt out that code of ethics and professional conduct must be understood by the students thus making them beneficial to the society spreading happiness around them. Dr. K.Arunkumar, Dean, Student Welfare, CUK felicitated the session. He spoke that every organization should necessarily have code of conduct and ethical policies. He explained that there is a structure for every process to function right by mentioning the example of the methodology on energy transmission of electrons.

Sri.S.Srikanth, FCA, FCS, CISA (USA) Management Consultant, Chennai was the key spokesperson of the session. He started from the evolution of human beings and the setoff process that followed. Ability to take the decisions from various alternatives raised makes it vital to have a code of conduct. He mentioned the book “The Selfish Gene” of Richard Dawkins where he wrote that “It is not just one single physical bit of DNA just as in the primeval soup, it of all replicas of a particular bit of DNA, distributed throughout the world.” He explained about different sections of the society following different code of conduct in different countries across the globe. Gurukula builds one’s character and once the character is built, consequences follow. He compared the rules of Akbar, Ashoka and others to evaluate how a secular system was formed to frame an ethical society. Every time an individual is in ethical dilemma, he is in a grey area and one should be able to overcome it voluntarily rather than through compulsion. He introduced the participants to Indian thoughts of Dharma such as “*Satyam vada, Dharmam Chara*”, etc. He explained about the Tylenol Crisis and how the brand Johnson & Johnson acted on ethical grounds keeping their brand morale high. He concluded by explaining the Rotary Four Way Test of the things, we think, say or do. There was good interaction and the participants gave good feedback about the quality of the lecture.

Ms. Meenakshi Aachari, Student of Department of Tourism Studies proposed the Vote of Thanks for the session. The program concluded at 04.45 PM.

**SPECIAL ADDRESS BY Sri. S.SRIKANTH**



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