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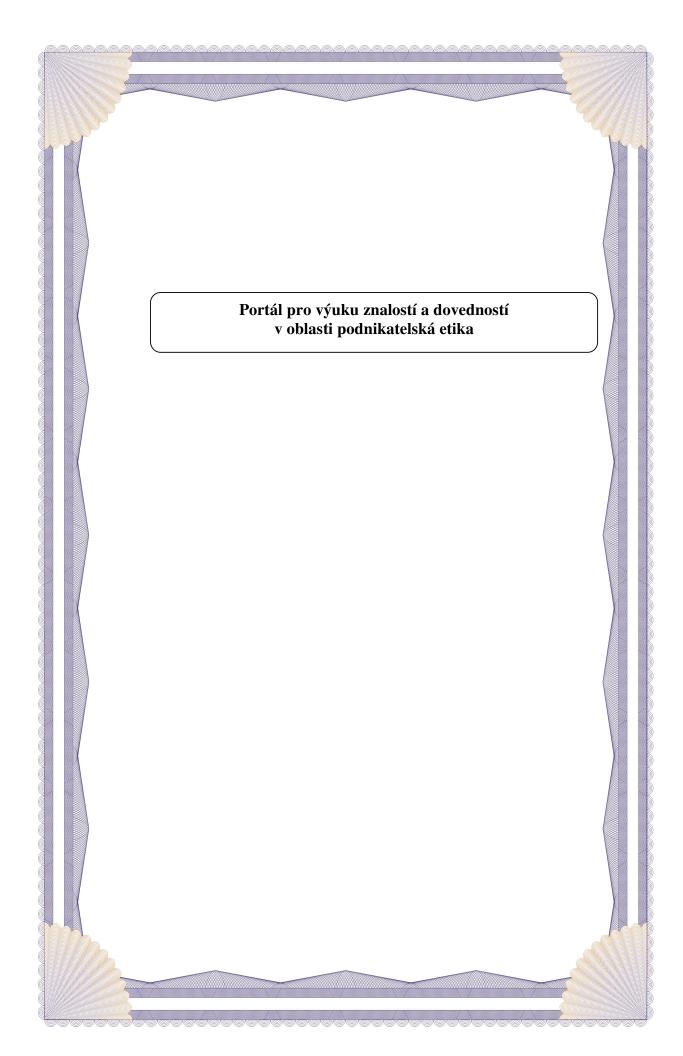
PORTAL FOR EDUCATION OF KNOWLEDGE AND SKILLS IN THE FIELD OF BUSINESS ETHICS

(Bachelor Thesis)

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Kunovice, 2012



I declare that I have a bachelor's work developed independently under the leadership of PhDr. Ivan Gosiorovsky and stated in the literature all the literary and technical resources.
Kunovice, 2012

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INTRODUCTION

The purpose of this Bachelor Thesis is to create material to support teaching in the field of business ethics and to illuminate the fundamental ethical principles applied in economics and business. This work has to be a textbook, but should support the teaching of all subjects that are more or less affect on ethics in business.

In the theoretical part, students learn in the twenty chapters in each issue of business ethics issues. He learns about the relationship between business ethics and law, as well as the characteristics of the basic categories of ethics and culture of personal expression. Explain the behaviour of human nature in relation to moral values and the main principles of effective communication and effective in dealing with people. Once you know about what is assertiveness, which are its main objectives, and what are assertive rights. Are also discussed non-verbal expressions, basic human needs and purposeful discussions.

The last block of the theoretical expressions and characters we illiteracy, as well as signs of confidence, the difference between law and morality, and ponders the morality of advertising. Neglected or model of Kohlberg's moral growth and for the last chapter we think the basic principles of business ethics.

In other chapters we converged, the e-learning, and analyse the possibilities of teaching business ethics in an interactive form and capabilities of this form of teaching in schools.

The fourth chapter compares the teaching of business ethics at the ten selected major universities in the Czech Republic according to some aspects - such as by teaching at the mandatory literature, means closing the course or its content.

The annex attached test, under which students can test their knowledge of business ethics, and under the definitions in the English language, English can learn the basic concepts in business ethics.

The work is solved to the EPI Kunovice, which should help to improve the quality of teaching business ethics course, and the making of electronic test.

1 Theoretical basis

The theoretical part deals with basic concepts of business ethics. For easier orientation in the field of business ethics, this part of the chosen form of slogans and concepts to the subsequent explanations. Thus, students can simply and factually to find answers to their questions about the ethics and morality in business.

1.1 Term business ethics

Business ethics, as well as medical and legal ethics, ethics is considered to be applied. Ethics in business goes back a long time, basically until the beginning of a market economy. Business ethics in a wide range of concerns of economic activity - production, sales, advertising, and of course human resources. In the increasingly belong to it and the relationship between people and nature, indirectly affects stocks of raw materials, minerals, fossil fuels, natural resources, drinking water and other natural wealth. We often see the concept of sustainable development, and you can watch often conflict between the financial interests and the interests of conservation and its resources.

In world literature there are dozens of definitions of ethics in business. American authors Ferrell and Fraedrich define business ethics as follows: "Business ethics involves moral principles and norms that regulate the business world. Whether specific conduct is right or wrong, ethical or unethical, often determines the public through the media, interest groups and business organizations as well as through personal morals and values of individuals." [24, p. 173]

Business ethics and its importance take every different views and it is generally very various. Someone is understood as respect for the ethical conduct of colleagues or business partners, and someone understands it as a way to compete and conduct some kind of unwritten policy compliance. For example, when someone at a business meeting promises something, it would be more than a contract, and should keep his word! The question of ethics in business is currently hotly debated. Unfortunately, among the general public, the business is generally considered rather as fraudulent. People think that entrepreneurs only "Scrabble" and the moment when they cease to thrive, so his company just tunnelling, and put in bankruptcy.

Is it really necessary to answer whether compliance with business ethics and propriety generally leads to us to be successful in business, on the contrary, its respect of itself inhibiting business success? Indeed, let's face it - the profit is usually the most important indicator of business success. In many cases, such as polite and respectful behaviour towards staff is exactly the opposite meaning than one might expect.

But the truth is that more and more entrepreneurs and companies in the Czech Republic ethical principles and good manners and respect, and are very successful. Already starting to realize that such invoices not paid or non-contract may result in loss of both client and reputation, but also significant spending in the form of contractual penalties, legal fees and expenses for attorneys and executors. Everyone, therefore, can calculate whether it pays the way they do business - not to mention loss of credibility and image of the company for future business.

We can basically say that business ethics can be defined as application of basic ethical principles in business.

1.2 Normative view of ethics

Normative ethics examines the norms, principles and codes of moral conduct, in which people control their decisions. It deals with issues relating to the duties (what "should" do one) and values (what constitutes "good" life). Normative ethics questions on standards of conduct under which people distinguish right from wrong.

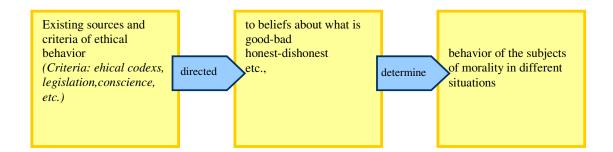
"The problem of moral standards in business is quite complex theoretical, but also a practical problem. I believe that the moral standard is essential in business. Moral standards are unquestionably the business practice. These moral standards to help people working in the economic sphere, in deciding what is right. Although often the answer to what is correct, it is very complicated and often difficult to solve." [9, p. 69]

From a normative point of view it is necessary to take into account the fact that every company or person has different priorities and ways that it deems proper and obvious. For some profit, for other business and its beauty, for some it is a pleasure to work. One of the

most important factors, but confidence. Most of unethical acts and internal confrontation of each individual are due to endeavour to gain some sense of responsibility prevail for employees and their families, but sometimes just the company struggles to survive. He's an open secret that small businesses today are forced to give bribe collector, that you just sourced their products or services which the market is enough and at a similar price. Corruption and bribery, unfortunately, become an integral part of business. Increasingly blurred feelings of guilt and immorality, because this picture is totally normal.

It is not always easy in the light of these facts and the facts to judge what is right and ethical, if for any unethical behaviour, (e.g. bribes) can become completely ethical reason - perhaps an effort to keep jobs. It is unfortunately true that today's competitive environment is very harsh, and ethics in business has a very important place.

1.3 Defining the tasks of ethics



Scheme nr. 1: Model of ethics

Source: [19, p. 24]

- identify and explain the source of morality (whether the source of morality is an earthly life of man, that morality is inherent in every individual and that stems from the sense or feeling, or whether its core biological)
- define the fundamental aspect of defining good and evil, to formulate the so-called ethical criterion,
- formulate rules of human life, ethical standards,
- formulate the content of morality, which are ethical values, together with psychology, sociology, law and pedagogy to find ways, methods and means which can assist in the development of moral feelings, moral conscience, moral conduct and behaviour, both individuals and social groups.

There are many views on what is between these two related concepts. Ethics is a discipline of practical philosophy, it is not newsworthy, that already in Antiquity, Socrates and Plato sought answers to the questions what is good and evil. Another Greek philosopher, Aristotle, Plato's most important pupil, according to many the greatest credit for the creation of ethics. The protagonist of the theory of the middle, or "golden mean" and says that the poor are just extremes. In the middle, between the extremes of the state, which is known as harmony. Meaning of ethics is very broad, as well as concepts, which this science works. This is especially the already mentioned good, evil, consciousness, conscience, honesty.

Morale is closer to the specific rules dealing with how one should behave and how they should act. Ethics in general and looking for common ground on which morality is, it is actually a theory of morality.

1.4 Characteristics of the basic categories of ethics

The basic categories of ethics can be considered moral relationships, moral standards and moral values.

Moral standards are the sum of moral principles that are functional as:

- scale of values we assess and measure the moral state of society
- Themes conduct acts as an incentive to work

Moral values - for each of us the values that are important to us, something we have a relationship. If anyone recognizes the value of humanity, bravery, justice, humanity - for others it may be completely unimportant things and may have different value systems. Each of our speech, our thoughts and behaviour is of value by both nature and the impact affects the individual's life, his surroundings and how it translates into the life of man and society.

Morality includes historically established and too socially contingent moral principles, moral standards and values. On the basis of which the people make moral relations.

According to some definitions from many, morals can be expressed as:

- life experience that results in wisdom and personal life balance
- carry out God's commandments, that ensures immortality
- schools of education and human virtues
- the highest pleasure, happiness, satisfaction of the individual's own behaviour
- carry out the duties and tasks entrusted to him
- surest and shortest way to achieve personal happiness
- respect for the categorical imperative
- tool maintenance of order in society
- ensuring fairness in mutual human relations
- to create your own personal gain
- the requirement for social benefits
- convention which binds the personal initiative and willingness to

1.5 Culture and personal expression and what it affects

It is inherently a social being, and one man's life is inextricably bound with the company. For all people is important to be in contact with its environment, with others, communicate and live in a society. If a person lived outside the company itself somewhere in the desert place, it would certainly have suffered from this and it languished.

Each day we enter into contact with other people. Interpersonal contacts are many types and categories such as:

- short-term and long-term
- single and multiple,
- formal and informal,
- friendly, indifferent or hostile,
- accidental and intentional.
- personal and mediated (by letter or telephone),

- pleasant and unpleasant,
- work and outside work, etc.

The culture of personal expression affects the culture of the society in which man lives. Otherwise behaves European, other behaviour is normal for such member Arab nationalities, but it's not far from the only factor. A significant proportion of human behaviour is education, the environment, nature and many other factors. Culture is a personal expression of his personality and behaviour in society.

1.6 Behaviour of human nature in relation to moral and what affect it

What actually is meant by nature? The character is a typical aspect of human personality. Describes human behaviour, hearing, thinking. Are formed in the process of integrating people into society and is influenced by education, it means that it is not innate, but each of us has an innate disposition to any type of behaviour.

Substantial role in shaping human nature is the will, because that person is dealing with the demands imposed on it by society and their own convictions. Formation of human nature in relation to moral values affect primarily the environment in which we live. The work that affects mainly the management. To be happy, both at work and in personal life, be confident, strong-willed, tough. And just for the few, it is important to give clear support, praise, help, but not in terms of instructing or pampering.

Conversely, when workers are overloaded, constantly criticized and educated, no longer enjoy her work, which is reflected in his personal life. Such a person becomes a ruthless, insensitive and begins to work and will pay to avoid the results you need. We can therefore say that the man nor beast is born bad, but it happens.

1.7 The main principles of effective communication

"In a serious business, trade, employment or official communication should begin at least literary language. Also, younger people socially in a formal contact would have to reach rather than literary links not literary. Facetiousness or pretentious not literary have no place here. In all these cases, the means of vulgarity, which creates a suitable environment. Way of speaking at the first meeting helps create a first impression on people who interfere". [24, p. 78]

1. Giving clear signals

In order to communicate the most effective, we must at the very beginning of its rule the goal for which actually talking with the other party. The following will know from the outset, what you should focus on what they are. We also consider talking with whom and to adapt the language, word choice, metaphors. Otherwise, we will negotiate with the driver, who needs to explain how to fill out forms, and otherwise we'll talk with an accountant, who handles our tax returns.

Whether we are talking with anyone, we adhere to the rules laying just one question to which we give space to answer.

2. Achieving agreements

With the other party speak openly, we consider an open question, as it has discussed the question, please be assured that the matter understands it as we thought. It is appropriate to first explain why on the matter actually asking, because then the answer is more specific and more comprehensive than if asked directly and directly.

As for our second page says again what we just discussed, this means that only affirms the fact that the issue properly understood and thus divert their job perfectly.

Always in conversation and trying to avoid quarrels or impeached offensive behaviour that leads to nowhere and just visiting.

3. Check of understanding

Just observing nonverbal communication very easily find out whether the topic was discussed and not well understood. In any case, it is appropriate at the conclusion summarize the main points of discussion. This should make a person with whom the interview was to make sure that everything is properly understood. Derived and used to open questions that are important to allow sufficient time to answer.

Errors in interpersonal negotiations can detect a wide range. The most common of these include parent meetings with subordinates peers and partners, and thus commanding and of command, or giving clear indifference to others. Destructive is also a constant underestimation of others, the granting councils and non-recognition of their own mistakes. Many people are vain and egocentric, unable to listen to others.

Very annoying as sarcastic remarks, which may change the behaviour, like lecturing, and the constant repetition of the same. Also, impatience, which makes man show is just a bad, since other observations have preferred that the power delaying and not angry the other side. A mistake is a constant expression warning predictions, his face clouded, and very well-known phenomenon: a speech delivered by anyone, vague, boring. So that we know how to avoid, everything can be learned only just really want to.

1.8 Assertiveness and its main objective

The origin of the word assertive and assertiveness of the ancient times and is borrowed from English. The word comes via medieval assertive French originally from the Latin "asserere" - say, to claim something. Assertiveness as a word originated in England around 1880.

The principles of assertiveness (or art to adequately enforce or prevent a situation in which you are) were first published by A. Salter coherently in the U.S. in 1950. Builder assertive training based on the fact that:

- neurotic complaints by individuals may be explained by excessively high barriers argued that most neurotic inhibitions disappear in humans after exposure to alcohol
 or other substance that breaks down barriers
- psychological help individuals should particularly focus on the modification of social relations, i.e. to equip it into these relationships (whether accidental or permanent) repertoire of techniques, greater confidence, communication security, freedom without restraint

Another reason, of which the U.S. invaded "assertive training", the post-war social situation with a dangerous influence of mass media. Extending outward acceptance of submitted designs, comments, condemnations, views presented by media idols, the evoked responses of psychologists who have recognized the power of mass media to manipulate the gun exploitable.

Assertiveness as a communication style and strategy of action and behaviour is different from the remaining three of the four basic types of communication styles that can be simply described by the following position:

- passive "You're a valuable person and I do not want for anything."
- aggressive "I have its value that you without cost."
- manipulative "You could have value if you"
- assertive "I have my value, and you have your value."

To distinguish these four concepts is necessary to understand how individual behaviour to their opinions, and strangers. People with a passive stance or the views of these opinions does not, and thus allow aggressive people to be damaged or tampered. People with a passive view of the majority, do not rely on someone to persuade her opinion. On the other hand, there are people with the attitudes of the manipulative and aggressive. Do not respect the opinions of others and are willing to even damage or manipulate them in their persuasion. A person communicates assertively, not afraid to express their thoughts or entice others. Respects others and their opinions, but they are closed to aggressive and manipulative attacks.

Assertive behaviour is very valuable, is based on personal responsibility and to understand others. Assertive people are reasonably confident, honest to each other, respect for

themselves and others. There is no fear of acting in society, is uncertain and even at the working level, or in personal life. It can handle conflicts without undue stress and without self-abasement, can negotiate with a view to achieving acceptable and realistic compromises. On the other hand, they can defend their legitimate objectives and requirements, which often is not easy, especially if it wants to communicate with the other party. Assertive people are independent assessments of others, leaves them with a handle and is an impartial expert. It has a clearly defined objective of the negotiations and can articulate it. He speaks frankly, without tricks and deceit, and it does not trouble expressing their feelings.

1.9 Assertive rights

The following "Ten Commandments Assertive" indeed contribute to the well-being of those people who react in a passive position and are extremely friendly and nice. The emotional freedom but is also a tact and tolerance. It is an art to predict when it is appropriate to respond assertively and when it is effective to let things be as they are. About this art so often assertiveness training - ie go through situations where, although I have instructions on how to respond, but if I try at all costs on assertiveness, my actions will affect the neighborhood, rather provocatively, and superior. So, to build relations with people we care about, it should be borne in mind the rights and obligations and responsibilities associated with it. Among the "duties" I dare sort of art tact, discretion, tolerance and respect for the freedom of another person.

1. You have the right to judge their own behaviour, thoughts, emotions and carry for them and their implications for accountability.

In life we meet a number of individuals for whom it is much easier to give up this right. Prefer to suppress their emotions, and subordinate to the role of good cop no problematic individual. They will not risk it in the minds of others were unpleasant, and rude or disobedient. The appearament when a large but often have tax - will be dependent on the opinions of others and thus loses its personal and emotional freedom. Often it happens that the doubt itself unnecessarily in situations when someone else criticizes or praises.

2. You have the right not to offer any excuses or apologies, justifying your behaviour

There are people who complicate life for themselves that they need to thrive in each one and explain or justify anything. It is difficult for them to take responsibility for their actions and the decision whether or not hilarious. Strongly perceive what about those other people think and would not survive if the surroundings are convicted solely on the basis that it does not explain why this or that done or not done. They were brought up to the fact that an explanation is still decent! For an adult emotionally free man is obviously a matter of choice, and give an explanation of the person who is not. Giving up that right means to pay back taxes at the expense of personal freedom.

3. You have the right to change your mind

Wannabe people consider a change of principle decision or opinion in something nasty and inferior, as a sign of instability of personality, a reason for distrust. If you try to look at things this way, this is your right that goes hand in hand with your responsibility for any decision or change of opinion in the eyes of another person you can be more courageous and honest people. Elsewhere in the eyes of another but also to be unreliable. Thankfully, the responsibility for themselves and their actions bear yourself, thus you will be those who will judge your own actions. Granted, I have to defend their rights (sometimes even from yourself) is often difficult.

4. You have the right to make mistakes and be responsible for them

The path to perfection is paved with many hidden aggression, often directed against himself. This aggression, however, conceal and rationalize the many arguments that they instilled in their infancy. Imagine how he lives a man who takes away from his childhood and adolescence learned that making mistakes means to be poor, weak or incapable person. I believe in it, that you will succeed more often admit that the err is human. However, it is important to take responsibility for these mistakes, admit them. Appreciating what's problem and try to use them as an experience for the future. Of these the best way to see what to do next time or otherwise.

5. You have the right to be independent of the good will of others

Do you want in your life develop a feeling of dependency on love and favour of others? Take responsibility for this self-destructive attitude. No wonder they say that "Not one person in the world that has endeared all mankind." Certain and some people just never ingratiate, even if you risk your own freedom and personal dignity and well-being. Many people do not like, it does not work according to their ideas and they did not reach you through you. It is then you may become angry, injuries, or will be very angry, they will try to defame or harm you. Have we sufficiently particular yourself and protect before the manipulations of others and reconciled with the fact that the world around you and meet individuals who "spend" your personality, your success or just a different view.

6. You have the right to say: "I don't know"

For many people the answer is unacceptable. Even if it concerns questions of curious, handling, or so-called educational. And we were taught that life must never knowing, knowing it means to be stupid, irrelevant and wrong. Take responsibility for yourself is the risk that in the eyes shall you look really weird. It is more appropriate than to be evasive and to be forced to wrong communication. You can be sure that you will feel free and well.

7. You have the right to fully assess whether and to what extent are responsible for the problems of others.

Very often people experience feelings of guilt for that someone refused or the contrary, he has told loudly, they do not like - and take on responsibility for the feelings of another person, they may be drawing to other people's feelings. Often subject to manipulation, even doing something right to do something to yourself - to confuse other people's lives. Unfortunately, not everyone is able and willing to perceive the boundary as assertiveness. Non-assertive individuals perceive this more as a definition of recklessness and negligence. Waiver of this right means to pay the loss of their personal well-being and have to blackmail by unpleasant feelings of guilt and anxiety.

8. You have the right to do illogical decision

For everything you do, you are responsible for yourself. Many illogical decisions demonstrate his sense being held in your unconscious. It is possible that due to illogical decisions to better knows ourselves. Try to bear the risk that in the eyes of others will not be perfect, you others, not just to their liking.

9. You have the right to say: "I don't understand"

Are you worried that you might look silly? And who has the right to assess whether you're smart or stupid? According to recognize what a smart or stupid person? Often the specific reasons for which other people will consider and evaluate not know, because these individuals are used to generalize and condemn anything subjective, as they fit. Judge yourself, you have only yourself. Information from other people should make you stay a non-binding benchmarks, which you can, but you do not, in their next steps to follow.

10. You have the right to say: "it doesn't bother me"

Do you fear that you might do to another person to act as ignorant? Perhaps this fear as soon as you get rid of. Can you help to do it, you realize that the boundaries of responsibility for their affairs, and others responsible for their own problems. If at any cost will not try to solve other people for their responsibilities, and are not drawing in solving problems of others, you will not be such sometimes liberating phrase "I do not care" sounds so unnatural.

1.10 The term "verbal expression" and its meaning

Nonverbal expressions mostly physical symptoms, which are transmitted voice or words, but which we perceive by sight. His stance, gestures and facial expressions in the neighbourhood we know how we feel and what we feel. We can thus unknowingly giving a clear agreement, disagreement, such as anger or indifference.

Nonverbal expressions can be learned to some extent to achieve a higher culture nonverbal communication. Therefore, we have developed in this discipline; we see ourselves

and understand how to behave in that situation. Once we realize this is not difficult to discover their weaknesses and try to eliminate them, we acted appropriately in a particular situation. Check all non-verbal expressions, however, is not well enough possible.

The importance of nonverbal expression lies in the fact that, by monitoring the attitudes and gestures of your partner can consider how they feel in that situation, whether it is a nervous, restless or content, or vice versa agrees. For one of route of administration, we can estimate the hand, with whom we honour. Man giving a hand up the back will probably act superior. He who gives his hand, palm up, it makes it clear that he has low self-esteem. The best option is the use of hand "vertically". This method means a person who takes us as an equal partner. It was not just one small example.

1.11 Basic human needs

Human needs can be divided into individuals' needs (such as food, housing, etc.) and the needs of the collective (need for freedom, love, friendship, cultural activities, etc.)

The needs of individuals are divided into two categories. It is a primary needs (material) and secondary (intangible). Primary human needs are innate and have a physiological nature. It is the fulfilment of needs such as hunger, thirst, heat, maintaining the family. Only after satisfying the primary needs will come to meet the needs of many secondary ones. Secondary human needs are learned and are mostly social in nature.

Finally, we also need to divide by necessity need to own or use, for elective (smoking habits) and necessary (physiological needs).

Satisfying physiological needs of humans produces a sense of having to satisfy other needs (for example need for social recognition). People have different needs and desires, some of which can be met and others not. If it is a fair request and asset-based income people, while the matter is required in the market reached, a so called "demand.

Human needs are satisfied by goods and services. Goods are all resources that meet the needs of man. In addition one also uses the property services. Under this term we

understand each useful and beneficial human activities to meet the human needs of its independent course without objectification.

1.12 Getting to know yourself and the importance of ethics

A man, who doesn't know himself, cannot effectively interact with others, precisely because it does not control the art to deal with people. This art is based on our personality, which is good to know. When you know and realize their characteristics, reasons for their actions and everything together within the whole, we will be one of many people more confident, open and find it easier to quarrels than a man get his side to a calm and friendly consultation.

When you are on your own can be assured we are able to control your feelings. It is much easier to keep calm and clear-cut and in conflict situations.

Another reason why to know oneself is to recognize their bad qualities to them when we know we can try to work towards its elimination.

What we really offer self? Maybe it just as modern man is missing and most large-scale abuses: the will and freedom of choice. And freedom ends where the man dominates the fear. Fear of pain, fear of lack, fear of loss.

Accept the fact that a man is the originator of all evil is unpopular and threaten humans directly inside. Today one can hardly admit that he is the author's own mistakes, and he is the true originator of the crisis, which grows in him.

If we begin to interest more critically about the world around us and ourselves in it, we will soon discover that the truth is hidden behind a lot of lies, manipulation and apparent nonsense that are designed to divert our attention. Where our attention is diverted? From what is paid? Why is this so? Why are we massively fooled? Why are we tools of system lies? How is it that we cannot distinguish truth from falsehood? All of us are very important issues and the importance of knowledge itself is undoubtedly great.

1.13 The main principles of effective communication with people

Just watching people very easily find out whether the topic under discussion or not well understood, thanks to non-verbal communication. In order to communicate the most effective, we must at the very beginning of its rule the goal for which actually talking with the other party. The following will know from the outset, what you should focus on what they are. We also consider talking with whom and to adapt the language, word choice, metaphors. Otherwise, we deal with a lawyer or otherwise we will be talking with the worker. But whether we talk to anybody, we adhere to the rules laying only one question to which we give space to answer.

With the other party speak openly, we consider an open question, as it has discussed the question, please be assured that the matter understands it as we thought. It is appropriate to first explain why on the matter actually asking, because then the answer is more specific and more comprehensive than if asked directly and directly.

"Communication means of transmission, the transfer of certain information to others. Ethical basis of communication is the transmission of truth or falsehood. It occurs most often in situations where the seller intends to transfer its information to future customers. Forms is more noticeable but advertising and customer information is transmitted to offer and make the sale. Unethical is to give incomplete information, without reference to specific, unusual, non-standard design, deviations from standards etc." [24, p. 185]

As for our second page says again what we just discussed, this means that only affirms the fact that the issue properly understood and thus divert their job perfectly.

Always in conversations try to avoid quarrels or inculpatory offensive behaviour that leads to nowhere and just visiting. In any case, it is appropriate at the conclusion summarize the main points of discussion. This should make a person with whom the interview was to make sure that everything is properly understood. Using an open question and implied that it is important to provide enough time to answer

1.14 Ambitious act

Purposeful action is an act that a person realizes and also realizes the consequences of their actions prior to its commencement. Consciously seeks to achieve its objective, this behaviour is typical only for humans, specifically human affairs. We apply it in planning an activity, the decision, considering the objectives, means and consequences, as well as in the actual execution.

Wilful conducts in the literature are replaced by the term "free features". They manifest themselves in such self-regulation of behaviour and conduct. Free properties are applied to the preparation of certain activities, including decision-making process and in carrying out their own activities. They help in overcoming obstacles to achieve a deliberately set goal. Free properties in their lives mainly due to the shape of education. Belong in the public properties: responsibility, perseverance, prudence, reliability, self-control, consistency, diligence, self-esteem, self-discipline, self-criticism, self-discipline, independence, initiative, and more. Each of these properties also has its negative counterpart.

The ability of forces will help balance emotion and reason. Hearts (representative of emotion) and mind (intellect representatives) need to have a solid foundation in the "I". Without adequate internal will and self-control, these two components of personality to blame the constant inner struggle. It is important to know if that will be trained by a single (separate) the strength of personality, then the whole life of the person subject to external success. Such grown and trained will not take any account of the spiritual needs of man and becomes a destructive force not only to its wearer, but also for its surroundings.

1.15 Manifestations of illiteracy and what belongs to them

Cultural behaviour of man is thus possible to characterize such behaviour as individuals, which is consistent with the standards and rules and practices currently in force and recognized in our society. It is also an expression generally reached their highest form and is the result of inner conviction of the individual.

Uncultured behaviour is logically the opposite of cultural behaviour. Uncultured behaviour is characterized by individuals who have little cultural thinking, simply put, intelligent individuals-poor thinking and behaviour. These people are susceptible to first impression, we'll be influenced by advertising, but also promises of politicians before the election. Can you put things into perspective and to recognize what they are just empty promises, and what you can implement without much it would cost taxpayers money. They have their own opinion, but take the views of others who may not even understand, on the other hand, abounds in high-confident.

Typical expressions of uncultured behaviours are:

- not greeting when entering the room
- not salutation
- no request, when we want something
- no thanks
- disrespect to others
- aggressiveness
- conflicting

1.16 Signs of self-confidence and features of illiteracy

Self-confidence is a prominent character trait; it is confidence in their own abilities. It is building support for employees, managers and supervisors, as well as subordinates, just support the people whom we are surrounded. Self-confidence is somewhat difficult to obtain, but on the other hand, it is very easy to lose it.

Self-confidence is a belief in yourself, in your abilities and faith in the ability to overcome and complex situations.

This character trait must not be confused with un-culturness.

Furthermore, uncultured people, (unlike the confident) are smug, superior, but also less intelligent. This difference during the interview also knows, the overall behaviour and human action.

1.17 Model of moral growth of Kohlberg

Lawrence Kohlberg (1927 - 1987) was an American psychologist. He served as a professor at Chicago and Harvard University. He is well-known by study of moral education, moral reasoning and moral development. He deals with the question of why individuals in the same situations, opt for other solutions and the ability of people to think ethically in abstract situations. It does not address their potential use in real situations. There are six stages of moral growth of individuals, defined by Kohlberg's model.

It describes the individual and makes us the choice of how a given individual to act.

- 1. The first (primary) stage of an individual is aware and respects what the company (and their social position or role) can and cannot, what is its moral obligation towards the laws and power. In this context, carries out its own goals
- The second (higher) level of the individual in realizing their goals based on the recognition and respect for the needs of others and strives for consistency on both sides fair and equitable contract
- 3. At the third stage the individual is able to perceive and prioritize the needs of other moral right of their needs
- 4. In next stage an individual knowingly promotes social system, subjecting their personal goals objectives of the company, which sees as its moral duty
- 5. On the penultimate stage, a person feels a moral responsibility towards societal values, its assessment of the facts and the others in a societal context and believe that everything there is consensus
- 6. The highest stage the individual is able to exceed the personal, group, national, religious, contemporary social and moral aspects of their behaviour and decision making based on universal ethical principles relating to human and nature.

1.18 The difference between law and morality and its interchange ability with the law

Is there a relationship between ethics and law? Law, unlike morality, creating a system of legal norms, that are binding on citizens and defining their rights and obligations. Ethics and ethical standards are based on voluntary compliance and ethical (moral) values in society.

From the beginning here there is the question of the relationship of the individual to society and vice versa, of the individual. In the recent history of this question decomposes on the detailed parts, individual human actions. One of these human activities and business, and therefore also constitutes ethics in business, or set of moral values fit exactly in the business, both in production and sales, advertising, etc.

Often it appears that there is no need to break law and ethics. The idea that if I am doing legally, it means also ethically, is logical, but not exact. The law is general, versatile and can cover all areas and situations which may in real life and practical experience. The law does not and cannot determine what is ethical. Ethics cannot be confused with the law. Between law and morality is a very close relationship, however, the difference between them.

The basics of any business are contracts and other agreements, both written and often in oral form. Unlike the law, the individual business entities, parties, free to conclude such a contract or not to conclude and jointly agree on its content. However, if the contracts are signed, become binding, regardless of where they are or may in future be disadvantageous to one side.

Ethics cannot be seen only in whether to perform the contract, but also in whether the performance is also the subject of morality.

And the difference between law and morality? The law is a normative system, which consists of a set of norms that are established and recognized by the state. Compliance with the law is enforced and required by the state. The word ethics has its origin in the Greek

ethos = morals. It is a discipline of practical philosophy, which examines the moral, ethical conduct and standards. Ethics is the science of morality.

Ethics and moral principles which are specifically defined by law, these are things which all persons in the business followed. Regardless of whether of entrepreneurs, directors, managers, customers or officials, because compliance is enforced by state power, and any violation penalties. Are disproportionately more complex issues in which moral principles are understood and taken into the human level, they are involved in emotions and feelings. How is "good and evil "and "justice and injustice" and "action and revenge" is understood by each individual - what is the ethical awareness of people in business in any way move.

Unfortunately, contemporary social and business situations more records that most people consider it immoral business. Why education is so important in business ethics, to people at an early age are what distinguish the principles of proper and ethical behaviour in business, and that the impact of education actually started to believe that this behaviour is correct.

1.19 Is advertising moral?

Not so long ago that to us after the revolution in 1989, entered advertising in its raw capitalist form, and immediately found that on field judging have amazing possibilities of their application. The procedures and methods that were then in the civilized democratic world has long been banned, here find an ideal breeding ground. After all the promotion, for the period of totalitarian regime used for completely different purposes than those for products and services.

"Advertising itself is not immoral. It may be as many things on this world, abused to the detriment of nature itself. Advertising can be understood as a distinctive helpful resource that helps both buyers, sellers in achieving that objective." [9, p. 112]

Over time, however, commercial advertising in this regard, tired, and people have become more sensitive on attitude towards ethics and legality of certain methods of advertising. The Council for Radio and television broadcasting and advertising, as well as other means of mass propagation were influenced and regulated, and ethical standards were created.

Be prohibited or restricted advertising on cigarettes and alcohol, no matter that its economic benefits to the companies producing alcohol, as well as television stations and, by extension, for the state - in the form of excise taxes - certainly higher than other products. Here ethics prevailed over mere profit. The state began to be aware of how easy it is to enter into the subconscious mind in particular children and youth, and began following regulations to protect.

Very good progress is evident in companies that withdrew from the classical mass commercial advertising, and began to secure the attention of customers by working in nonprofit and humanitarian aid operations and public affairs. Example is the construction of playgrounds ČEZ, promotion and sponsorship of minority sports and community events. Companies to draw attention to your product name or brand and get very good at public awareness and image, which has no immediate effect of such advertising, but what effect is slower when it was really firm feel, the longer it takes.

1.20 Basic principles of business ethics

"The pillar of business ethics are those principles that require respect for fundamental values, without which the business activity as was feasible. Morale is taking precedence over business operations. Such a concept of business precludes lying, cheating, theft, murder, coercion, physical violence and other illegal acts. On the contrary, the basis for business ethics, honesty and fairness are." [24, p. 179]

The principles of business ethics require respect for core values, and ethical behaviour is superior to the specific business. It is based on honesty and justice; taboos are swindling, lying, coercion, theft or other illegal methods. Ethical behaviour of firms lies in the fact that the company complies with the obligations to which it committed to under contract. No matter, whether it is committed to the commitments in writing, or orally. It is ethical to promise such things are real. If performance is unrealistic, it is necessary to explain and state the reason why it cannot.

General principles of business ethics at various points

- obligation to respect the general ethical principles of written and unwritten, and comply with normal standards of quality for that type of activity
- voluntary compliance with laws in both commercial law and civil law
- obligation not to abuse his position to gain a competitive advantage or other
- principles for a specific line of business for example, provide the public with accurate data, maintain confidentiality and loyalty to the employer
- employees should have a high degree of professionalism and providing professional development
- confidentiality and avoidance of conflicts of interest
- negotiate in good faith
- people, who have a special responsibility, should be aware of it

2 Characteristics of E-learning

Currently at the forefront of education in addition to classical training also receives an electronic distance learning: e-learning. E-learning offers many advantages to training in the company not only improve the quality, but also bring significant cost savings associated with education.

2.1 E-learning and its importance in virtual learning environment

What exactly is e-learning? This is an educational technology that is based on the maximum utilization of all available technological and pedagogical supports and copyright management, which allows learner to study independently in their own time and pace that corresponds to the current time schedule. It is an alternative to full-time study; the student must be given time on personally attending study activities. Distantly can be studied university graduate programs, and various short-term or long-term training courses.

2.2 Advantages of E-learning

- Time independence of the studies most now available e-learning courses accessible to users 24 hours a day. The student then has the option to study when he has a reserved time and wants to devote curriculum
- Individual rate students can study materials devote as much time at their disposal.
 Speed learning and completion of courses tailored to their abilities. The curriculum can also be repeated whenever
- Reduce costs it is mainly to reduce the direct costs of transportation, operation of classrooms, learning materials, printing, etc. The indirect costs that are primarily the elimination of unnecessary travel on venue or course
- Possibility to use multimedia and interactive content e-learning courses can offer an interesting and entertaining way using the multimedia content such as video and audio recordings, or use interactive models
- Immediate review of acquired knowledge -, the E-learning teaching and courses you can always check the acquired knowledge through automated tests

2.3 Limitations and disadvantages of E-learning

- One-way communication a traditional E-learning courses are missing the
 opportunity to interact with real live teachers and other participants. Students have
 the opportunity to get answers on their questions in real time, or ask the teacher to
 interpret material inlaid in another way
- Limited possibility of organizing group activities the organization of group activities of e-learning courses is almost impossible. Students are often deprived the experience of other course participants
- Dependence on internal motivation of users E-learning instruction is beneficial only if students have sufficient motivation to self-education. If the form of course interesting and entertaining enough, it could discourage students quickly
- The cost on purchasing software and hardware the E-learning courses may require the purchase of computer systems for managing educational content and their own teaching.

2.4 When and why to use E-learning in education?

E-learning has already earned its indisputable place in all types of higher education, especially distance and combined, but it is very important in present study. With the current trend of expanding higher education and receiving a higher number of students starting the E-learning is essential. Even with the current pressure on making education accessible to a wider range of citizens may not increase at the expense of teaching quality, as it will be possible to separate what can be taught at a distance. In this case, the E-learning is undoubtedly the best quality and most comprehensive way.

Analysis of the possibilities of teaching business ethics in an interactive form

Modern technology and educational systems are ideally suited together. However, it is possible to effectively integrate the educational process, it is necessary to develop appropriate methodological approaches. Not everyone needs the same academic discipline tool. In some subjects need to place a script and have some feedback. Other subjects, however, require a much broader and more diverse methods of communication between students and teachers. According to my analysis of the teaching of business ethics and interactive way possible, and at many universities in this way is already underway.

While the business ethics is failing unequivocally affirmative acceptance on economic faculties, this teaching can be understood as a need and a challenge to introduce students to ethical dilemmas associated with business, with the tools to cultivate a business environment, trends that are increasingly stressing the business sector and increasing individual responsibility.

For many centuries, there are only two institutions that show on moral ideals, and these are churches and universities. Resign this task would mean for the university on degradation of commercial educational agency.

Teaching business ethics course is the basic task of standardization and establishment of goals and priorities in education. Still has room for expression and confrontation of opinions and attitudes, assessment of the current situation in business, and helps to strengthen civic attitudes of students.

3.1 Development and application of interactive teaching methods in schools

Very important in establishing a modern interactive teaching in schools is to prepare highquality teaching methods and experienced teachers trained in the use of modern technology and educational software. Experienced teachers with experience in the use of interactive technologies in education can prepare a wide range of quality education. With the growing demand on university education in the interactive market began to show training centres, schools that offer training programs on e-learning into their educational system.

1. Interactive teaching at on-line seminars

Specialized training centres offers seminars on promote interactive learning. At these seminars, which schools can participate free of charge through the Internet, you can get basic information about patterns of interactive learning in schools and the benefits and positives, the potential problems and recommended procedures.

2. Interactive teaching trough seminars

There also may be given the tools and resources to create interactive lessons, use the group and differentiated model of instruction, nests in the possibilities of digital learning.

3. The use of digital technology

Experts will teach you how to work with digital technology for teaching, interactive whiteboards, digital photos and multimedia in teaching, interactive means of computer labs and modern means of electronic communication with students.

4. The use of software in interactive teaching

You will learn about the capabilities and use of basic software tools such as Microsoft Office (includes programs such as MS Word, Outlook and PowerPoint), Excel to help you effectively prepare the basis for education, better communication and work with data.

5. Possible concepts of interactive teaching

The project aims to develop modern school education in the school you choose many options. You can choose from the deployment of core information / digital nests in classrooms, specialized classrooms or build the most comprehensive 1:1 e-Learning the methodology for teaching students of all laptops / netbooks, we are prepared for all solution components.

3.2 Characteristics of the teacher's jobs

For now, unfortunately, underestimated the teaching profession is one of the most important profession with a special responsibility. Intense changes in society places great demands on the person as such.

The requirements of the job of teacher are increasing with the passing of scientific knowledge, and especially the social problems in society. Teachers must be at least a small part to offset family dysfunction and intensively looking for a way to handle this situation.

Educational activities are multifaceted and result from its high demands on the teacher's personal attributes as pedagogical tool itself is the teacher's personality and behavior with all its features.

3.3 Teaching job contains

- diagnostic activities: learning the skills and knowledge students
- organizational activities: work in groups of conditions in educational institutions
- activities of social communication, social management and cooperation
- creative intellectual activity: the choice of teaching approaches and methods to clarify the subject matter and its correlation to other knowledge and knowledge into a coherent picture of reality
- a prerequisite of pedagogical work is the observation talent, psychological knowledge, skills and good systematic work

3.4 Methodological seminars

In these seminars, teachers learn how to better meet student and curriculum to adapt to his style, learning how to plan properly so as to be effective and deliver the required knowledge to students, how to ensure a quality structure lessons, how to motivate students to teach, to come away with feeling of satisfaction that he carries a new, interesting and practical knowledge and skills.

The seminars have feedback from teachers in the form of questionnaires that are distributed during the course and then after its completion. It is very important to us that all participants were satisfied with our courses and get everything you expect.

3.5 Structure of methodological seminars

For a better idea I present an overview of topics that are discussed at various seminars.

- · class management
- planning of lessons, preparation, supplementary materials, tools
- initial or first lesson
- structure of lessons, teaching stage
- implementation and management of lessons
- feedback, repetition, homework
- listening with comprehension as one of the target skills in foreign language learning
- activities suitable for teaching listening
- how to effectively teach reading and reading comprehension?
- writing skills
- speech, conversation
- speech problems
- activities and games
- teaching grammar
- vocabulary
- pronunciation
- the role of error or how often correct students
- motivation
- supplementation and improvisation lessons
- self-reflection and self-education of teacher
- feedback provided by students

3.6 Method of maintaining of seminars

- Teachers do not create a homogeneous group according to approvals, but compiled by a group of teachers who are at similar levels in the control of computers and computer literacy in general.
- Tutors according response and capabilities by course participants some of the more limited (or even omitted) or, conversely, expand their experiences. They use ideas and suggestions of the trainees.
- Like any computer work, and publishing on the Web needs is experience and practice exercise. We cannot therefore recommend an intensive course in teaching more than 4 hours per week for beginners. It turns out that the more times the teacher will meet with the participants, it raises better for deeper understanding of the problem.
- Teachers awarded to the next meeting to work independently of the lecture material (homework) and give her time to evaluate. This can take place through electronic communication.
- Learning takes place through software tools that are available at school trainees. The goal is not to discuss in detail a specific product, but rather to show in practice, use tools, that mention other programs that can be used for this area.
- Teachers have to remember that trainees are teachers. Certainly in this case, less is more. An important aspect of course is the nature of motivation!

4 Comparison of teaching of business ethics at selected universities

We can say that the faculties, which include programs of study business ethics course, are recruited from the vast extent of the economically-oriented faculty. Individual faculty, but to teach business ethics course puts a different way.

For comparison, the government selected 10 major universities that teach the subject of business ethics, and work addresses several aspects that are analysed in the following sections and compared.

4.1 Content of teaching of business ethics

The content of teaching business ethics at universities can be characterized as a filling material and the specific learning objectives in the ethical-formed curriculum.

The content of teaching business ethics can be transformed to understand the ethical didactic curriculum. The curriculum, which it will be a college student in this course meet, can be understood as a system of information and educational activities, he is focused on the content meet the learning goals.

It is obvious that if the subject met the objective of teaching business ethics, it is important that this subject doesn't oriented only on issues relating specifically to ethics. In professional circles it is considered that to meet the objective of teaching business ethics at the university is vital that the lessons expanded to include follow-up field of philosophy, sociology and art of rhetoric.

"I believe that to achieve the stated goal of teaching business ethics morals philosophy can contribute significantly, if it becomes a precursor of teaching business ethics and is organically built into it." [9, p. 170]

4.2 Comparison of teaching of course Business ethics

For purposes of comparison, are selected 10 universities with economic and business focus.

University: Silesian University in Opava

Faculty of: Faculty of bussiness and trade Karvina

Course title: Business ethic

Level of education: Masters

Ending method: *Exam*

Used Textbook: FIALA, B., Podnikatelská etika, Olomouc: Univerzita Palackého,

2005, ISBN: 80-244-1241-1

KÁRNIKOVÁ, J., Etika v podnikání a řídící práci, Praha : VŠE,1997,

ISBN: 80-7079-524-7

Course content: To acquaint students with the basic categories and notions of

morality, with the main circuit, which deals with business ethics, and on this basis is to encourage moral conduct in business and in life in

general

University: University of Economics in Prague

Faculty of: Faculty of management

Course title: Business ethic

Level of education: Bachelor

Ending method: Exam

Used Textbook: ČANÍK, P.; ŘEZBOVÁ, L.; ZAVREL, T. Nástroje podnikatelské etiky,

Praha: Oeconomica, 2005, ISBN: 80-245-0980-6

BLÁHA, J.; DYTRT, Z. Manažerská etika, Praha, Management

Press, 2003, 80-7261-084-8

Course content: To acquaint students with issues of business ethics, its development,

its various aspects and factors that affect it, and approaches to contemporary problems, and develop ethical sensitivity of students in

decision-making using ethical criteria for specific business case

studies

University: Masaryk University in Brno

Faculty of: Faculty of economic and administrative

Course title: Business and environmental ethics

Level of education: Bachelor

Ending method: Exam

Used Textbook: ROLNÝ, I. Etika v podnikové strategii. Vyd.1. Boskovice :

Albert, 1998, ISBN 978-80-87071-45-8

ŠMAJD J. Podnikatelská a environmentální etika, 1. Vydání, Brno:

Masarykova univerzita, 2008. ISBN 978-80-210-4564.

Course content: Business ethics is characterized in general form, ie, specifics of its

subject, functions and roles in corporate strategy. She also pays attention to business ethics in the narrower sense, ie, ethics in business practice. It is considered a social grounding of the company,

its social, moral and ecological responsibility.

University: Mendel University in Brno

Faculty of: Faculty of operationally Economics

Course title: Business ethics

Level of education:: Bachelor

Ending method: Exam

Used Textbook: ROLNÝ, I. Etika v podnikové strategii. Vyd.1. Boskovice :

Albert, 1998, ISBN 978-80-87071-45-8

ROLNÝ, I.;. LACINA, L. Globalizace, etika, ekonomika. 3. vyd.

Ostrava: Key Publishing s.r.o., 2008. ISBN 978-80-87071-62-5.

HARVEY, B., Business Ethics, Hempstead: Prentice Hall.

International (UK) Limited, 1994

STEINMANN, H., LOHR, A., Základy podnikové etiky, Praha:

Victoria Publishing, 1995

Course content: To get a basic knowledge of the business ethics, ethical conduct of

business to introduce a comparative advantage in the market, familiar

with the procedures of integration of ethics into the strategic

planning.

University: Technical University in Liberec

Faculty of: Faculty of economic

Course title: Business Ethics in the European context

Level of education: Masters

Ending method: Exam and acreditation

Used Textbook: ROLNÝ, I. Etika v podnikové strategii. Vyd.1. Boskovice : Albert,

1998, ISBN 978-80-87071-45-8

DEGEORGE R. T.: Business Ethics, Prentice Hall, 5. vyd., 1999.
BARRY, N. P.: Business Ethics, Purdue University Press,., 1999.

Course content: Highlight the importance of ethics for management and business, to

introduce students to the history and content of business ethics, is familiar with basic concepts, history and theories of ethics, encourage students to think about ethical issues, develop their skills and skills to make decisions and solve problems due to ethical criteria

and contribute to shaping the ethical values of individuals.

University: University of Technology in Brno

Faculty of: Fakulty of business

Course title: Social relations, rhetoric, and business ethics

Level of education: Masters

Ending method: Acreditation

Used Textbook: PUTNOVÁ, A.: Sociální odpovědnost a etika podnikání. Skriptum pro

KS FP VUT v Brně, 57 s. 2004, ISBN 8021417841

KOHOUT, J.: Rétorika, Praha 1995, 159 s, ISBN 80-85943-54-9

ROLNÝ, I. Etika v podnikové strategii. Vyd.1. Boskovice : Albert,

1998, ISBN: 978-80-87071-45-8

Course content: The objective is to teach ethical and social dimensions of

entrepreneurship. Rhetoric and business ethics offers basic information and skills of etiquette, culture and personal expression in writing. Business Ethics brings social and ethical perspective on the business itself. Students learn to use the tools of cultivation business ethics. Course develops students' communication skills and shaping

their conduct in trade.

University: Mining University of Ostrava

Faculty of: Faculty of economic

Course title: Business ethics

Level of education: Masters

Ending method: Exam and acreditation

Used Textbook: BOHATÁ, M. Základy hospodářské etiky. Praha: VŠE, 1997, ISBN

807079-428-3

BLÁHA, J.; DYTRT, Z. Manažerská etika, Praha, Management

Press, 2003, 80-7261-084-8

CHRYSSIDES, G. D. - KALER, J. H. Wprowadzenie do etyki biznesu. Warszawa: Wydawnictvo Naukove PWN, 1999. ISBN 83-01-12688-4.

Course content: The subject of ethics and business ethics, explaining basic concepts.

Sources of ethical thinking and behavior. Business Ethics. Corporate Social Responsibility. Application of ethical tools in the organization. Specifics of ethical tools in the public administration. Corruption and possible solutions. Current problems of application of ethical

principles.

University: Jihočeská univerzita v Českých Budějovicích

Faculty of: Faculty of economic

Course title: Business ethics

Level of education: Masters

Ending method: Exam and acreditation

Used Textbook: BLÁHA, J.; DYTRT, Z. Manažerská etika, Praha, Management

Press, 2003, 80-7261-084-8

ROLNÝ, I. Etika v podnikové strategii. Vyd.1. Boskovice: Albert,

1998, ISBN 978-80-87071-45-8

Course content: Ethical conduct business as a comparative advantage, the ethical

values of managers at the influence of values, social responsibility and CSR managers. Codes of ethics, ethics training, ethics audit, an organization promoting ethical approaches to the ethical challenges

of today, the world of globalization. The issue of corruption.

University: University of Pardubice

Faculty of: Faculty of operationally Economics

Course title: *Manager ethics*

Level of education: Bachelor

Ending method: Exam and project

Used Textbook: BLÁHA, J.; DYTRT, Z. Manažerská etika, Praha, Management

Press, 2003, 80-7261-084-8

DYTRT, Z.:. Manažer - etika - globalizace. Praha: ECONOMIA,

2001.

DYTRT, Z., MYŠKOVÁ, R., BRODSKÝ, Z.:. Manažerská etika pro KS.

Pardubice: Univerzita Pardubice, 2008.

Course content: Těžiště výuky je určeno posluchačům, kteří chtějí vykonávat činnosti

asistenta managera a tím získávat praktické zkušenosti k výkonu

manažerských funkcí

University: Univerzita Tomáše Bati ve Zlíně

Faculty of: Fakulta managementu a ekonomiky

Course title: *Manager ethics*

Level of education: Masters

Ending method: Acreditation

Used Textbook: Kolektiv:. Manažerská etika - inspirace pro 21. století. Praha:

ECONOMIA, 2000, 2001, 2002

DYTRT, Z.: Manažer - etika - globalizace. Praha: Economia, 2001.

56 s. ISBN 80-85378-18-3

VEBER, J. a kolektiv:. Management - základy, prosperita,

globalizace. Praha: Management Press, 2000. ISBN 8072610295

Course content: Reclaiming the word speech in terms of motor, emotional and

intellectual. Practice primarily rétorská exercise, bring a fetus

without a personality capable of fright and of course speaking in

public.

5 Definitions of terms and inclusion in education in the English language

In business ethics there are several technical terms in English that students should master and learn how to incorporate them into your vocabulary.

czech meaning	engl.translat.	use in sentence
morálnost	morality	I have to question the morality of forcing poor
		people to pay for their medical treatment
etika	ethic	The ethics of journalism are much debated.
podnikatelská	business ethic	Our school promotes an business ethic of service to
etika		the community
svoboda	freedom	Children are allowed much more freedom these days.
dobro	goodness	I believe in the basic goodness of human nature
zlo	evil	You can see a contest between good and evil
hodnoty	values	The political platform is based on traditional values.
ideje	ideas	They have some unusual ideas about parenting
štěstí	happiness	It was only later in life that she found happiness and
		peace of mind
zásluha	merit	The committee say they will judge each applicant on
		his own merits
vina	fault	She believes it was the doctor's fault that Peter died.
upřímnost	honesty	I must tell you in all honesty that there is little
		chance of the scheme being approved
pravdomluvnost	veracity	To be beracity it means talk truthfully and hiding
		nothing.
agresivní	aggressive	Men tend to be more aggressive than women.
asertivní	assertive	If you really want the promotion, you'll have to be
		more assertive.
image	image	The company has made strenuous attempts to
		improve its image in recent years
spravedlnost	justice	The winner has been disqualified for cheating, so
		justice has been done

RESULT

The objective this thesis was to create a portal for teaching knowledge and skills in

business ethics for the group, Finance and tax.

The theoretical parts are the basic questions and issues of business ethics, which are

conceived to simplify the form of twenty separate chapters, in which the student is easy to

navigate on the issue, you can practice the questions.

In other parts is characterized e-learning and E-learning testing. It is described

E-learning and its importance in a virtual learning environment. Are also illuminated the

advantages and disadvantages of E-learning and the reasons why and when to e-learning

for use.

The next chapter analyzes the teaching of business ethics and interactive way. Described

methods are needed for interactive learning, teachers' work and its contents. The thesis

deals with the possibilities and the structure of workshops dealing with public education

and training for teaching in an interactive format.

The second part is compared to teaching business ethics at the ten selected major

universities in the Czech Republic with economic or business focus. It is described in more

detail the content of teaching business ethics and teaching clear by comparing the subject

of business ethics at the university, according to several selected aspects.

The final section defines terms and their English translation incorporated into teaching in

the English language.

All specified targets are resolved.

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Evaluation of company

ABSTRACT

Jaroslav ČACKY Title work " Portal for education knowledge and skill from areas

business ethics for group financial and taxes". Bachelor's work. European polytechnic

institute, Ltd. Kunovice.

Supervisor: PhDr. Ivan Gosiorovský

Key words: Ethics, Business Ethics, Etiquette, Morality, Liberty, Virtue

Its work is not a textbook, but supplies to help students to orientate themselves in the field

of business ethics. Highlight the importance of ethics for management and business, to

introduce students to the history and content of business ethics, is familiar with basic

concepts, history and theories of ethics, encourage students to think about ethical issues,

develop their knowledge and skills to make decisions and solve problems due to ethical

criteria and contribute to shaping the ethical values of individuals

The aim of business ethics course is to demonstrate ethical and social dimensions of

entrepreneurship. Rhetoric and business ethics offers basic information and skills of

etiquette, culture and personal expression in writing. Business Ethics brings social and

ethical perspective on the business itself. Students learn to use the tools of cultivation

business ethics. The course develops students' communication skills and shaping their

conduct in trade.

I believe that teaching business ethics should be part of every school in economics, and

schools to educate high-quality entrepreneurs, executives, as well as state employees and

officials.

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List of abbreviations

s.r.o. společnost s ručením omezeným

PhDr. doktor filozofie Sb., sbírka zákonů

odst. odstavec

Ph.D doktor filozofie

doc. docent

MBA master of business administration

Ing. inženýr h. honorary prof. profesor

Dr.h.c. doctor honoris causa

např. například

EPI Evropský polytechnický institut

s. stránka atd. a tak dále

tj. to je

tzv. tak zvaný

E-learning elektronická výuka

www world wide web

ISBN international standard book number

Vyd. vydání

UK United Kingdom

VŠE vysoká škola ekonomická

KS komanditní společnost

angl. anglický

Ltd. limited company

List of pictures, graphs, tables

Scheme nr. 1: model of ethics

List of annexes

Annex nr. 1: electronic test

Annex nr. 1: Electronic test

- .What do we mean by the term ethics?
- ...ethics is the science of morals and morality, the origin and evolution of moral behavior, consciousness, conscience and action
- ..ethics is a sticker on the glass of beer or wine
- ..ethics is the science of morality, but it isn't described as a philosophical science
- ..ethics is the science of good conduct and its founder is Ladislav Spacek
- .What kind of science is often referred to ethics
- ..ethics is often described as psychological science
- ...ethics is often described as philosophical science
- ..ethics is often described as natural science
- ..none of the answers is correct
- .There is a relationship between ethics and philosophy?
- ..between ethics and philosophy, there is no relationship
- ..between ethics and philosophy is a very strong connection but philosophers do not deal with it in any way
- ...between ethics and philosophy is a very strong connection for many philosophers and ethics became the center of philosophical reflection.
- ...philosophy with ethics is linked into a single discipline called ethilosophy
- .What is meant by term business ethics?
- ..the concept of business ethics means that when the entrepreneur steals something, it must be deemed to apologize
- ..the concept of business ethics means the only good manners of boss to his secretary
- ...referring to general business ethics in a complex and affects the entire business including sales, production, advertising and human factors.
- ..none of the answers is correct
- .What affects business ethics?
- ..affects only the ethics of advertising and try to eliminate misleading advertising and false information

- ...affects the whole complex economic and business activity and affects the full extent of both production and sales, advertising and human factors.
- ..affects only the necessity of proper conduct in the workplace and factory buildings ..none of the answers is correct
- . What enables ethics in business practice?
- ...enables to organize social life of individuals and units and the success and prosperity of business
- ..enables for a quick profit through the lobby and bribery
- ..ethics in business practice does anything substantial only inhibit the predatory business
- ..none of the answers is correct
- .Derived from what is called "ethics"?
- ..the name of "ethics" is derived from the word etiquette
- ..the name of "ethics" is derived from the Greek philosopher Ethicus
- ...the name of "ethics" is derived from the Greek word ethos manners
- ..the name of "ethics" is derived from the Greek word ethikulos to do good
- .In what is considered business ethics?
- ...is regarded as "applied ethics" as well as medical ethics and law ethics
- ..is considered unnecessary, because hampering economic development
- ..is considered an offshoot of etiquette and good conduct science
- ..business ethics is considered the most important economic branch
- .How can roughly define the tasks of ethics?
- ..to formulate rules of human life, ethical and moral content
- ..along with psychology, sociology, law and pedagogy can find ways to assist the
- development of moral consciousness and actions of individuals and groups
- ..define the basic criteria for determining good and evil, to formulate ethical criteria
- ...all answers are correct
- .What is the relationship between ethics and morals?
- ...between ethics and morals is a very close relationship, because ethics is in essence the science of morality

- ..between ethics and morals there is no relationship, because ethics deals with completely different target
- ..ethics and morality have the same meaning
- ..none of the answers is correct
- .How can be characterized the moral value?
- ..moral values are only codes of ethics
- ..moral values contribute human to an easier life.
- ...moral values are for each individual by what he has real meaning such as justice, humanity, bravery, decency, or any other properties and values
- ..moral values are determined for each well and the ranking of importance.
- .How can be characterized moral standards?
- ...moral ethical standards are the most specific categories, as directly regulating the ethical life of individuals, groups or society as a whole.
- ..moral standards are fully described in Plato's work Moralus ideus
- ..moral standards cannot be characterized, are highly variable and unspecific
- .. none of the answers is correct
- .How can be characterized the moral ideas?
- ..moral ideas are very specific categories of ethical and falls there all religions, socialism and communism as the highest form
- ..moral ideas can be categorized into three groups a comprehensive, value and sociological
- ...moral ideas are least specific ethical categories based on a philosophical view, and indicate what the individual, group or company facing
- ..moral ideas are utopian views of a minority whose highest degree is the idea of a society free of war and violence
- .What are the oldest extant ethical teachings?
- ..the development of morality had the greatest influence ethical teachings of ancient Greece and Rome
- ..ethical teachings found in ancient Egypt, Indian, Chinese, Japanese and Iranian philosophy
- ..ethical teachings found in some religions such as Christianity, Islam and Buddhism

...all answers are correct

- .What is the "Book of the Dead" and what is its content?
- ..this is a list of the dead Egyptian pharaohs
- ...this is moral code used to make a man his life arranged so that the moral stand, even after death
- ..according to legend, the book is the most powerful Egyptian incantations able to wake the dead
- ..none of the answers is correct
- .What are the main features of Buddhist ethics?
- ..believe in reincarnation and that after the death everyone born again
- ..believe that any other being brings more suffering and strives to achieve Nirvana (not being) that can be achieved after several reincarnations
- ..in order to achieve Nirvana must the daily follow five basic ethical commandments not to kill, not to steal, lie not, don't drink alcohol and not to violate marital fidelity
- ...all answers are correct
- .What are the main signs of Ancient Iran ethics?
- ..be strong in faith and work for it, marry and maintain voice, sow and cultivate the fields ..treat animals well, lust and desire to fight with reason, not to differentiate the people for their richness
- ...for one-third of day and one-third of the night to visit religious places, one third of day and one-third of the night work, one third of day and one-third of the night to rest ...all answers are correct
- .What are the main features of Islamic ethics?
- ..Islamic ethics derives from the belief in the immortality of the human soul, the possibility of resurrection on the Day of Judgment, the existence of angels, predestination of fate that Allah has defined
- ..Islamic ethics is based on three fundamental premises: Allah is the lord of creation, the creator of all existing, Muhammad is his prophet
- ...moral code of Islam is stored in the sacred book the Koran, which is also the legal code ...all answers are correct

- .What are the main features of Stoic ethics?
- ..Stoic ethics as a major attribute of a virtuous life wisdom, moderation, justice and courage
- ..live in harmony with nature and reason all the rest as money, fame, richness and status is unnecessary
- ..live with their own nature, mind and regularities of the universe
- ...all answers are correct
- .What are the main features of the ethics of ancient Rome?
- ...ethics of ancient Rome was the most affected by a late Stoic ethics and virtues considered as the main rationality, moderation, fortitude, and justice and demanded that one reason his passion tamed.
- ..ethics of ancient Rome based on three basic premises: Allah is the lord of creation, the creator of all existing, Muhammad is his prophet
- ..ethics of ancient Rome preaches a one-third and one-third of the night to visit religious places, one third and one-third of the night work, one third and one-third of the night to rest
- ..believe in reincarnation and that after the death everyone born again
- . What are the main features of ethics in the Renaissance?
- ..renaissance ethics derives from the belief in the immortality of the human soul, the possibility of resurrection in the Day of Judgment, the existence of angels, predestination of fate that Allah has defined
- ...renaissance ethics is characterized by a man in his earthly life, humanism, a return to nature and Christianity, and the ideal of human health, in education and education in faith in a society deals with morals
- ..ethics of the Renaissance was the most affected by a late Stoic ethics and virtues considered as the main rationality, moderation, fortitude, and justice and demanded that one reason his passion tamed.
- ..none of the answers is correct
- .What are the main features of ethics of the French materialists of the 18th century?
- ..French materialists ethics is characterized by a man in his earthly life, humanism, a return

to nature and Christianity, and the ideal of human health, in education and education in faith in a society deals with morals

- ...French materialists attempt to "moralize the world" and believes that the emergence of a socially just society is automatically changed the human morality and will not need to care about the moral development of individuals, because they automatically affect the external conditions of their inner lives.
- ..ethics of the French materialists was most influenced by the late Stoic ethics and virtues considered as the main rationality, moderation, fortitude, and justice and demanded that the human mind tamed his passions.
- ..French materialists ethics is based on three fundamental premises: Allah is the lord of creation, the creator of all existing, Muhammad is his prophet
- .What is included in the cultural norms of society?
- .. are consistent with legal standards
- ...express the framework of generally applicable rules of interpersonal relations, respect for and observance of certain principles, rules and standards adopted by the company for his, and focuses on the facilitation of interpersonal relationships
- ..include visits to cinemas, theaters, parties and other cultural events
- ..none of the answers is correct
- .What we mean by cultural behavior?
- ..frequent visits to cinemas, theaters, parties, concerts and other social and cultural events ..decent behavior in society and in the presence of ladies
- ...behavior that is consistent with the standards rules and practices applicable and generally accepted in the society and also grows out of inner conviction of the individual.
- ..none of the answers is correct
- .What are the main signs of "professional impression"?
- ..appropriate skills, personal discipline, good information, confidentiality, treatment as non-personal feelings, treatment as non-personal prejudices
- ..refraining from public criticism of colleagues, politeness, respect the ability of other employees and persons chairing value system, the abolition of client uncertainty, accuracy ..well prepared, appropriate appearance and demeanor, failure to provide advice in areas which do not understand, the ability to act positively
- ...all answers are correct

- .What is creating its own (personal) image?
- ..facial expression, smile, look
- ..postoj, kondice, znaky tělesné čistoty
- ..znaky osobní péče, výška, hmotnost
- ...all answers are correct
- .What affects the culture of personal expression?
- ..What affects the culture of personal expression?
- .. The speech Culture of spoken word
- ..Non-verbal elements culture nonverbal expression
- ...all answers are correct
- .What is assertiveness?
- ..assertiveness is a behavior when knowingly and with intent hurt, limiting freedom or harms another person or thing.
- ...assertiveness is the ability to enforce its own views, opinion or interest. Behavior, which openly and honestly say what you think and feel, it takes into account other people's opinions.
- ..assertiveness is contractually grounded relationship between two parties
- ..none of the answers is correct
- .What do you know the main principles of effective communication?
- ..Giving clear signals (specific communication goals, putting only one question, should be adapted to the type of speech, appropriate word choice, appropriate use of metaphors)
- ..Reaching agreement (proof that the partner is listening, open communication of feelings, avoidance, attack and defensive behavior, using an appropriate introduction)
- ...Confirming understanding (appropriate use of questions, a summary at the end of the interview, to provide quiet time, use of precision observations of nonverbal expression) ...all answers are correct
- .What are the most common mistakes in interpersonal negotiations?
- ..haughty and arrogant behavior, sarcastic remarks, telling, vojenskopolicejní way, intolerance, indifference to the other, impatience, inattention, inability to listen

- ..lecturing, mentoring, selfishness, egocentrism, supremacy, interrogation, domination, intimidation, slander, rudeness, underestimating partner continual granting councils, self-esteem, sense of infallibility
- ..playing the psychologist, speech uncertainty, vagueness, warning forecasts, skepticism, moralizing, puritanism, his face clouded, his own first impression of subjection, self-centered
- ...all answers are correct
- .What is the main goal of assertiveness?
- ..get rid of the fear and insecurity in social situations in negotiations, cooperation and communication in work and personal life.
- ..manage conflicts without the stress and humiliation to get rid of stress accumulation of implied emotions
- ..be conducted independently from other people, be able to agree to reasonable compromises
- ...all answers are correct