

**HAND BOOK**  
**ON**  
**HUMAN VALUES AND PROFESSIONAL ETHICS**



**DANTULURI NARAYANA RAJU COLLEGE**  
**(Autonomous)**

**BHIMAVARAM, WEST GODAVARI DISTRICT, ANDHRA PRADESH, INDIA-534202**

## INDEX

S. No.	CONTENTS	PAGE No.
1	Vision & Mission of the Institute	1
2	Scope (Human Values & Professional Ethics)	2
3	Objectives (Human Values & Professional Ethics)	3
4	Morally Desirable and Responsible Conduct	3
5	PART-I Human Values	4
6	PART-II Professional Ethics	12
7	Golden Rules	12
8	Work Ethics	14
9	Professional Values	15

**VISION OF THE INSTITUTE**

To transform into an institution of excellence for development of human resources in the domains of Sciences, Social Sciences, Technology, Arts, Commerce and Management.

**MISSION OF THE INSTITUTE**

Providing community oriented and learner-centric curricular improvement, academic and applied research, programs of outreach to transform in the direction of attaining excellence.

## **HUMAN VALUES & PROFESSIONAL ETHICS**

### **SCOPE:**

Higher Education is just not intended to yield persons of education but the skilled persons with human values and professional ethics for human comfort. Ethics is the ability as well as responsibility of a professional to judge his decisions from the context of the general wellbeing of the society. It is the study of moral issues that confront it is the study of moral issues that stand up to professionals and Higher Education organizations when some essential choices are taken. Higher Education Institution research and practice necessitates that the errand being performed considers all the advantages and disadvantages of a specific activity and its execution. Teaching professional ethics in academic institutions is embraced to a great extent through many case studies for creating awareness interactively among Higher Education students of all disciplines. By studying Higher Education ethics, the students develop awareness and are able to take their decisions on moral and ethical grounds.

Ethical standards in Higher Education Institutions are influenced by many factors:

1. Higher Education as an experimentation for the good of mankind is a notable factor involving far reaching consequence.
2. Ethical dilemmas make Higher Education decisions relatively difficult to make.
3. Risk and safety of citizens as a social responsibility is a prime concern of a professional.
4. Higher Educational advancement can be very demanding on the professional skills in the global context.
5. Moral values and responsible conduct will play a crucial role in decision making.

The study of Higher Education ethics within a Higher Education program helps students prepare for their professional lives. A specific advantage for Higher Educational students who learn about ethics is that they develop clarity in their understanding and thought about ethical issues and the practice in which they arise. The study of ethics helps students to develop widely applicable skills in communication, reasoning and reflection. These skills enhance students' abilities and help them engage with other aspects of the Higher Education program such as group work and work

placements.

## **OBJECTIVES:**

The prime objective of knowing and prescribing Human Values are as follows:

1. To understand the moral values that ought to guide any profession.
2. To create an awareness on Professional Ethics and Human Values.
3. To inspire Moral and Social Values and Loyalty.
4. To appreciate the rights of others.
5. Resolve moral issues in a profession,
6. To justify the moral judgment concerning the profession.
7. Intended to develop a set of beliefs, attitudes, and habits that professionals should display concerning morality.

The prime objectives of the Professional Ethics are as follows:

1. Moral awareness (proficiency in recognizing moral problems in higher education like plagiarism and patenting)
2. Convincing moral reasoning (comprehending, assessing different views)
3. Moral coherence (forming consistent viewpoints based on facts)
4. Moral imagination (searching beyond obvious the alternative responses to issues and being receptive to creative solutions)
5. Moral communication, to express and support one's views to others.

## **MORALLY DESIRABLE AND RESPONSIBLE CONDUCT**

1. Moral reasonableness i.e., willing and able to be morally responsible.
2. Moral hope i.e., believes in using rational dialogue for resolving moral conflicts.
3. Respect for persons, which means showing concern for the well-being of others, besides oneself.
4. Tolerance of diversity i.e., respect for ethnic and religious differences, and acceptance of reasonable differences in moral perspectives.

## **PART-I**

### **HUMAN VALUES**

**Morals:** Morals are the worthy ideals or principles that one follows to distinguish the right from the wrong. These ideals or virtues are considered worthy in building up the character of an individual. They were edited, changed or modified rulers (dynasty) according with the development of knowledge in science and technology time to time. Moral Values refer to the good virtues such as honesty, integrity, truthfulness, compassion, helpfulness, love, respectfulness, hard work, etc. Morality is concerned with principles and practices of morals such as: (a) what ought or ought not to be done in a given situation? (b) What is right or wrong about the handling of a situation? And (c) What is good or bad about the people, policies, and ideals involved?

**Values:** Human value is defined as “a principle that promotes well-being or prevents harm. The various people responsible for inculcating and evolving human values are parents, religious leaders & gurus in daily life and teachers at the institute’s level. Human values can assure a happy and harmonious human society. At Dantuluri Narayana Raju College, we cultivate and inculcate these values in the students and staff through teaching and conducting various value based activities.

#### **Types of Values**

Values related to Right Conduct are:

**(a) Self-help Skills:** Care of possessions, diet, hygiene, modesty, posture, self-reliance, and tidy appearance.

**(b) Social Skills:** Good behavior, good manners, good relationships, helpfulness, No wastage, and good environment.

**(c) Ethical Skills:** Code of conduct, courage, dependability, duty, efficiency, ingenuity, initiative, perseverance, punctuality, resourcefulness, respect for all, and responsibility.

**Peace:** Attention, calmness, concentration, contentment, dignity, discipline, equality, equanimity, faithfulness, focus, gratitude, happiness, harmony, humility, inner silence, optimism, patience, reflection, satisfaction, self-acceptance, self-confidence, self-control, self-discipline, self-esteem, self-respect, sense control, tolerance, and understanding.

**Truth:** Accuracy, curiosity, discernment, fairness, fearlessness, honesty, integrity (unity of thought, word, and deed), intuition, justice, optimism, purity, quest for knowledge, reason, self-analysis, sincerity, spirit of enquiry, synthesis, trust, truthfulness, and determination.

**Love:** Acceptance, affection, care, compassion, consideration, dedication, devotion, empathy, forbearance, forgiveness, friendship, generosity, gentleness, humanness, interdependence, kindness, patience, patriotism, reverence, sacrifice, selflessness, service, sharing, sympathy, thoughtfulness, tolerance and trust.

### **Non-Violence**

**(a) Psychological:** Benevolence, compassion, concern for others, consideration, forbearance, forgiveness, manners, happiness, loyalty, morality, and universal love

**(b) Social:** Appreciation of other cultures and religions, brotherhood, care of environment, citizenship, equality, harmlessness, national awareness, perseverance, respect for property, and social justice.

**Integrity:** Integrity is defined as the unity of thought, word and deed (honesty) and open mindedness. It includes the capacity to communicate the factual information so that others can make well-informed decisions. It yields the person's peace of mind, and hence adds strength and consistency in character, decisions, and actions. This paves way to one's success. It is one of the self-direction virtues. It enthrone people not only to execute a job well but to achieve excellence in performance. It helps them to own the responsibility and earn self-respect and recognition by doing the job. Moral integrity is defined as a virtue, which reflects a consistency of one's attitudes, emotions, and conduct in relation to justified moral values. Integrity comes in many forms, but honesty and dependability are two traits that are expected in most workplace situations. Without responsible behavior, distrust can make a work environment tense and uncomfortable. A strong work ethic shows co-workers and clients that you're reliable and take your responsibilities seriously. Polite communication, respectable behavior and fiscal responsibility also help you stand out as a trustworthy employee.

**Follow Institutional Policies:** Abiding by institution policies is a powerful way to demonstrate integrity. Cutting corners and neglecting to follow workplace regulations can lead to mistakes, problems and even dangerous situations.



**Service Learning:** Service-learning seeks to engage individuals in activities that combine both community service and academic learning. Because service-learning programs are typically rooted in formal courses (core academic, elective, or vocational), the service activities are usually based on particular curricular concepts that are being taught. Service-learning is a teaching method which combines community service with academic instruction as it focuses on critical, reflective thinking and civic responsibility. Service-learning programs involve students in organized community service that addresses local needs, while developing their academic skills, sense of civic responsibility, and commitment to the community.

**Service-Learning Program Provides Educational Experiences:** Under which students learn and develop through active participation in thoughtfully organized service experiences that meet actual community needs and that are coordinated in collaboration with school and community. The Higher Educational student analyzing and executing a socially-relevant project is another example of service learning. The service learning is a methodology falling under the category of experiential education. It is one of the forms of experiential learning and community service opportunities.

It is distinguished in the following ways:

1. Connection to curriculum: Integrating the learning into a service project is a key to successful service learning. Academic ties should be clear and built upon existing disciplinary skills.
2. Learner's voice: Beyond being actively engaged in the project, trainees have the opportunity to select, design, implement, and evaluate their service activity.
3. Reflection: Structured opportunities are created to think, talk, and write about the service experience. The balance of reflection and action allows the trainee to be constantly aware of the impact of their work.
4. Partners in the community: Partnership with community agencies are used to identify genuine needs, provide mentorship, and contribute input such as labor and expertise towards completing the project.

## **Service-Learning Benefits**

### **Service-Learning benefits of students by:**

- Linking theory to practice
- Deepening understanding of course materials
- Enhancing the sense of civic responsibility through civic engagement
- Allowing students to explore possible career paths
- Stressing the importance of improving the human condition
- Developing relevant career-related skills
- Providing experience in group work and interpersonal communication
- Promoting interaction with people from diverse backgrounds
- Instilling a sense of empowerment that enhances self-esteem

### **Service-Learning benefits of faculty by:**

- Providing exciting new ways to teach familiar material
- Offering professional development challenges
- Engaging faculty in meaningful interactions with the community at large
- Encouraging faculty to form close, interactive, mentoring relationships with students
- Reminding faculty of the direct consequences of their teaching for society
- Connecting faculty across academic disciplines through a shared approach to teaching and learning process.

**Civic Virtue:** Civic virtues are the moral duties and rights, as a citizen of the village or the country or an integral part of the society and environment. An individual may exhibit civic virtues by voting, volunteering, and organizing welfare groups and meetings.

The duties are:

- To pay taxes to the local government and state, in time.
- To keep the surroundings clean and green.
- Not to pollute the water, land, and air by following hygiene and proper garbage disposal. For example, not to burn wood, tyres, plastic materials, spit in the open, even not to smoke in the open, and not to cause nuisance to the public, are some of the civic (duties) virtues.
- To follow the road safety rules.

### **Respect for Others**

This is a basic requirement for nurturing friendship, team work, and for the synergy it promotes and sustains. The principles enunciated in this regard are:

- Recognize and accept the existence of other persons as human beings, because they have a right to live, just as you have.
- Respect others' ideas (decisions), words, and labor (actions). One need not accept or approve or award them, but shall listen to them first. One can correct or warn, if they commit mistakes. Some people may wait and watch as fun, if one falls, claiming that they know others mistakes before and know that they will fall! Appreciate colleagues and subordinates on their positive actions. Criticize constructively and encourage them. They are bound to improve their performance, by learning properly and by putting more efforts.
- Show goodwill on others. Love others. Allow others to grow. Basically, the goodwill reflects on the originator and multiplies itself on everybody. This will facilitate collinearity, focus, coherence, and strength to achieve the goals.

## **Living Peacefully**

To live peacefully, one should start install peace within self. Charity begins at home. Then one can spread peace to family, organization where one works, and then to the world, including the environment. Only who are at peace can spread peace. You can't gift an article which you do not possess. The essence of oriental philosophy is that one should not fight for peace. It is oxymoron. War or peace can be won only by peace, and not by wars!

One should adopt the following means to live peacefully, in the world:

### **Nurture (Get)**

I get Order in one's life (self-regulation, discipline, and duty).

I get Pure thoughts in one's soul (loving others, blessing others, friendly, and not criticizing or hurting others by thought, word or deed).

I get Creativity in one's head (useful and constructive).

I get Beauty in one's heart (love, service, happiness, and peace).

I get Good health/body (Physical strength for service to enjoy the academic environment in the institution).

### **Act**

I help the needy with head, heart, and hands (charity). Service to the poor is considered holier than the service to God.

I act not in hurting and torturing others physically, verbally, or mentally.

### **Caring**

Caring is feeling for others. It is a process which exhibits the interest in, and support for, the welfare of others with fairness, impartiality and justice in all activities, among the employees, in the context of professional ethics. It includes showing respect to the feelings of others, and also respecting and preserving the interests of all others concerned. Caring is reflected in activities such as friendship, membership in social clubs and professional societies, and through various transactions in the family, fraternity, community, country and in international councils.

## **Sharing**

Primarily, caring influences sharing. Sharing is a process that describes the transfer of knowledge (teaching, learning, and information), experience (training), commodities (material possession) and facilities with others. The transfer should be genuine, legal, positive, voluntary, and without any expectation in return. However, the proprietary information should not be shared with outsiders. Through this process of sharing, experience, expertise, wisdom and other benefits reach more people faster. Sharing is voluntary and it can't be driven by force, but motivated successfully through ethical principles. In short, sharing is charity for the humanity, sharing is a culture. The happiness and wealth are multiplied and the crimes and sufferings are reduced, by sharing. It paves the way for peace and obviates militancy. Philosophically, the sharing maximizes the happiness for all the human beings. In terms of psychology, the fear, divide and distrust between the haves and have-nots disappear. Sharing not only paves the way to prosperity, early and easily, and sustains it. Economically speaking, benefits are maximized as there is no wastage or loss, and everybody gets one's needs fulfilled and satisfied. Commercially speaking, the profit is maximized. The productivity and utilization are maximized by sharing.

## **Honesty**

Honesty is a virtue, and it is exhibited in two aspects namely,

- Truthfulness
- Trust worthiness

Truthfulness is to face the responsibilities upon telling truth. One should keep one's word or promise. By admitting one's mistake committed (one needs courage to do that!), it is easy to fix them. Maintenance of truth, defending the truth, and communicating the truth, only when it does well to others, are some of the reflections of truthfulness. But trustworthiness is maintaining integrity and taking responsibility for personal performance. People abide by law and live by mutual trust. They play the right way to win, according to the laws or rules (legally and morally). They build trust through reliability and authenticity. They admit their own mistakes and confront unethical actions in others and take tough and principled stand, even if unpopular.

## **Courage**

Courage is the tendency to accept and face risks and difficult tasks in rational ways. Self-confidence is the basic requirement to nurture courage. Courage is classified into three types, based on the types of risks, namely

- Physical courage
- Social courage
- Intellectual courage.

In physical courage, the thrust is on the adequacy of the physical strength, including the muscle power and armaments. People with high adrenalin, may be prepared to face challenges for the mere thrill or driven by a decision to excel. The social courage involves the decisions and actions to change the order, based on the conviction for or against certain social behaviors. This requires leadership abilities, including empathy and sacrifice, to mobilize and motivate the followers, for the social cause. The intellectual courage is inculcated in people through acquired knowledge, experience, games, tactics, education, and training. In professional ethics, courage is applicable to the employers, employees, public, and the press.

Look before you leap. One should perform Strengths, Weakness, Opportunities, and Threat (SWOT) analysis. Calculate (estimate) the risks, compare with one's strengths, and anticipate the end results, while taking decisions and before getting into action. Learning from the past helps. Past experience (one's own or borrowed!) and wisdom gained from self-study or others will prepare one to plan and act with self-confidence, succeed in achieving the desired ethical goals through ethical means. Opportunities and threat existing and likely to exist in future are also to be studied and measures to be planned. This anticipatory management will help anyone to face the future with courage.

## **Valuing Time**

Time is a rare resource. Once it is spent, it is lost forever. It can't be either stored or recovered. Hence, time is the most perishable and most valuable resource too. This resource is continuously spent, whether any decision or action is taken or not. The history of great reformers and innovators have stressed the importance of time and valuing time. The proverbs, Time and tide wait for nobody and Procrastination is the thief of time amply illustrates this point.

## PART-II

### PROFESSIONAL ETHICS

#### INTRODUCTION

**Professionalism** is the conduct or qualities that characterize or mark a profession or professional; it implies quality of workmanship or service. Professional ethics guide how members of a professional organization should, or should not, affect others in the course of practicing their profession.

#### TEN GOLDEN RULES

**1. Always strive for excellence** This is the first rule to achieving greatness in whatever endeavor you undertake. This is the quality that makes you and your work stand-out. Excellence is a quality of service which is unusually good and so surpasses ordinary standards, it should be made a habit for it make a good impression on your bosses and colleagues.

**2. Be trustworthy** In today's society trust is an issue and any employee who exhibits trustworthiness is on a fast track to professionalism. Trustworthiness is about fulfilling an assigned task and as an extension- not letting down expectations, it is been dependable, and reliable when called upon to deliver a service. In order to earn the trust of your bosses and colleagues, worth and integrity must be proven over time.

**3. Be accountable** To be accountable is to stand tall and be counted for what actions you have undertaken, this is the blameworthiness and responsibility for your actions and its consequences — good or bad.

**4. Be courteous and respectful** Courteousness is being friendly, polite and well-mannered with a gracious consideration towards others. It makes social interactions in the workplace run smoothly, avoid conflicts and earn respect. Respect is a positive feeling of esteem or deference for a person or organization; it is built over time and can be lost with one stupid or inconsiderate action. Continued courteous interactions are required to maintain or increase the original respect gained.

**5. Be honest,** open and transparent. Honesty is a facet of moral character that connotes positive and virtuous attributes such as truthfulness, straightforwardness of conduct, loyalty, fairness,

sincerity, openness in communication and generally operating in a way for others to see what actions are being performed.

**6. Be competent and improve continually** Competence is the ability of an individual to do a job properly. It is a combination of knowledge, skills and behavior used to improve performance. Competency grows through experience and to the extent one is willing to learn and adapt. Continuous self-development is a pre-requisite in offering professional service at all times.

**7. Always be ethical** Ethical behavior is acting within certain moral codes in accordance with the generally accepted code of conduct or rules. It is always safe for an employee to “play by the rules”. This is always the best policy and in instances the rule book is inadequate, acting with a clear moral conscience is the right way to go. This may cause friction in some organizations but ethical organizations will always stand by the right moral decisions and actions of their employees.

**8. Always be honorable and act with integrity** Honorable action is behaving in a way that portrays “nobility of soul, magnanimity, and a scorn of meanness” which is derived from virtuous conduct and personal integrity. This is a concept of “wholeness or completeness” of character in line with certain values, beliefs, and principles with consistency in action and outcome.

**9. Be respectful of confidentiality** Confidentiality is respecting the set of rules or promise that restricts you from further and unauthorized dissemination of information. Over the course of your career, information will be passed on to you in confidence — either from the organization or from colleagues — and it is important to be true to such confidences.

**10. Set good examples** Applying the foregoing rules helps you improve your professionalism within your organization but it is not complete until you impart knowledge on those around and below you. You must show and lead by good example. Being a professional is about living an exemplary life within and without the organization. Professionalism is highly valued by every organization today and professionals are hardly out of work. Apply the ten golden rules of ethics and enjoy a wonderful, professional and prosperous career.



## **WORK ETHICS**

Work ethics is defined as a set of attitudes concerned with the value of work, which forms the motivational orientation. It is a set of values based on hard work and diligence. It is also a belief in the moral benefit of work and its ability to enhance character. A work ethic may include being reliable, having initiative, or pursuing new skills.

The work ethics are aimed at ensuring the economy (get job, create wealth, earn salary), productivity (wealth, profit), safety (in workplace), health and hygiene (working conditions), privacy (raise family), security (permanence against contractual, pension, and retirement benefits), cultural and social development (leisure, hobby, and happiness), welfare (social work), environment (anti-pollution activities), and offer opportunities for all, according to their abilities, but without discrimination. Work ethics are not just hard work but also a set of accompanying virtues, whose crucial role is the development and sustaining of high degree of professionalism.

## PROFESSIONAL VALUES

**1. Integrity:** Integrity is defined as the unity of thought, word and deed (honesty) and open mindedness. It includes the capacity to communicate the factual information so that others can make well informed decisions. It is one of the self-direction virtues. It enthuses people not only to execute a job well but to achieve excellence in performance. It helps them to own the responsibility and earn self-respect and recognition by doing the job. Integrity is the quality of being honest and having strong moral principles; moral uprightness. It is generally a personal choice to uphold oneself to consistently moral and ethical standards.

**2. Credibility& Responsibility:** The obligation of an individual or organization to account for its activities, accept responsibility for the demand to disclose the results in a transparent manner. It also includes the responsibility for money or other entrusted property.

**3. Loyalty:** Loyalty is faithfulness or devotion to a person, country, group, or cause. Loyalty is a trait highly valued in working professionals. Students are taught to be loyal to the institute, the society, to their fellow citizens and to the Nation.

**4. Commitment:** Commitment means alignment to goals and adherence to ethical principles during the activities. One should have the conviction without an iota of doubt that one will succeed. Holding sustained interest and firmness, in whatever ethical means one follows, with the fervent attitude and hope that one will achieve the goals, is commitment. It is the driving force to realize success. This is bound to add wealth to oneself, one's employer, society, and the nation at large. Target oriented efforts are put to reap efficiency.

**5. Attitude:** It is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person. Attitude is the most distinctive and indispensable concept in present day. Attitude can be formed from a person's past and present. Positive attitude people are most successful in their life. One should develop such attitude which provides synergy and satisfaction in their day to day life. Positive Mental Attitude (PMA) characterizes faith, integrity, hope, optimism, courage, initiative, generosity, tolerance, tact, kindness and good common sense.

**6. Valuing Time:** Time is rare resource. Once it is spent, it is lost forever. It cannot be either stored or recovered. Hence, time is the most perishable and most valuable resource too. This

Resource is continuously spent, whether any decision or action is taken or not. The history of great reformers and innovators has stressed the importance of time and valuing time. Time management is the key to increase effectiveness, efficiency or productivity.

**7. Passion:** Passion is a feeling of intense enthusiasm towards or compelling desire for completion of the work. Passion defines performance enhancing aspects and work enjoyment. When an individual is passionate about their occupation they tend to work more resulting in more work satisfaction.