

After reading the
business ethics
learning materials,
think of a person you
perce...

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Business ethics A good businessperson should take care to make all his/her decisions as objectively as possible, act responsively, behave good-naturedly with the co-workers, prevent discrimination and conflicts within workplace, and provide timely advice to be called a successful and ethical businessperson. Being open to workers also holds importance because it prevents many confusions occurring between bosses and employees, which could prove to be devastating for a company no matter how perfectionist the boss may be. Leading by example and behaving in accordance with the professional code of conduct is also very important in business ethics. An ethical leader is one whom his/her employees trust and who tries to remain accessible to everyone working for the company so that communication could be enhanced which is vital for achieving targets successfully. Not only he/she should be motivated, but he/she should keep everyone motivated so that the best could be produced. Respect for the workforce and public, accountability, responsiveness to the changing public vision, strong leadership, charisma formed by ethical behavioral traits are just some of the main requirements which have to be fulfilled by an ethical businessperson. Based on these qualities, I perceive late Steve Jobs, who served as the chief executive officer of the Apple Inc., as one of the most ethical businessmen ever in America. This is not because he was considered as one big influential tycoon in the world of computers and electronics, rather the immaculate smartness and remarkable sensitivity with which he made his every decision is actually commendable and will always be remembered. One has to be very keenly concerned with the dynamic public vision about certain issues, make decisions accordingly just like it were that decision for which one will

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always be remembered, and Steve Jobs did just that very successfully. Today, it goes without doubt that he made such decisions concerning the Apple Inc. for which he will always remain alive in the minds of many. Widely recognized, as the mastermind behind iMac, iTunes, iPod, iPhone, and iPad, Jobs's character remained notably ethical, scandal-free, dedicated, honest, and down-to-earth all the time while he served as the founder of Apple Inc. Not one story scandalizing his reputation as an honest and ethical businessman can be found in any newspaper; rather it would not be hyperbolic to state that the man literally ruled the hearts of many around the world on many levels. " Steve Jobs was an unconventional leader. His management style was not ordinary as he was a high-maintenance co-worker" (McInerney, 2011). An unethical businessperson is never concerned about the public and workforce and makes flawed decisions, which are very loosely based on public's choice. Jobs, in contrast, was known as a demanding perfectionist who knew how to extract the best out of his workers for the betterment and convenience of the public. He served as a worker himself determined on high maintenance and earned reputation for criticizing bluntly but in a healthy and ethical way. According to Dr. Brent Coker, Jobs proved to be " one of the greatest business strategists of all times" (wordpress. com, 2012). References: McInerney, S 2011, Steve Jobs: an unconventional leader, The Sydney Morning Herald, viewed, 03 April 2012, Wordpress. com 2012, ANALYSIS OF LEADERS IN GLOBAL BUSINESS, viewed, 03 April 2012,

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