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CORPORATE SOCIAL RESPONSIBILITY: NICE PRINT SERVICES COMPANY

Book Review 1

Title: Introducing Ethics

Author: Dave Robinson
Chris Garrat

Chapter1: Moral Relativism

The Recognition of this wide variety of ethical beliefs and practices usually called moral relativism. Differences in moral belief exist between different countries and tribes, but can also exist between classes... For some, it's a woman's right to choose... for others it's murder.

This chapter talks about the different beliefs of everyone of us. How us mold by our parents and at the same time how does the external factors affects us as a person contribute to our moral beliefs. There is a term called ethnocentrism and culture relativism. Ethnocentrism means that it is judging other culture based on your own culture to offset this we must know how to use the culture relativism wherein we analyze why does this kind of culture exist to them and why on our own culture does not. Same us in our moral belief, we sometimes think that what we do is right and we really belief that it is right but on the contrary some people may wouldn't ever belief that what you do is right. This situation only means that we are born different, we are raise different, we live in this world different. Yet still each in every one of us here in our earth exists unique.

Even if for us it is right for other it is wrong, even if for us it is the right thing to do for others it is things you must not do, even if for us it is the best, but for other it is the worst, even if for others it is the perfect but for others it is imperfect, even if for us it is possible for others it is impossible even if for us it is moral but for others it is moral.

Chapter2: The Parable of the Rich Young Man

Kant is a rich young man who spontaneously gives money to beggars isn't a moral person. Although the consequences of his instinctive generosity are obviously good for local beggars, he has no idea of what is moral duty is... it involves choosing duties, not wants; motives and not consequences are the central distinguishing feature of a moral action. Moralist is not about doing what comes naturally, but resisting what comes naturally.

The basis of what is morally right may vary per person. Many philosophical views have been stated that there are different factors affecting the choices we make and how we manage to see it as something right. For example, in the case of Robin Hood, he steals away riches from the authority having in mind the good of the less fortunate. But, still he is considered deviant because he put the laws set by the community in his own hands. He might be playing god for most of those who do not benefit in his works, but look at the other side of the story. He gave justice to the oppressed and thus, can the end justify the means?

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One may think that this is morally right; however, something with negative implications even to the minority, and conflicts with the law can not be considered all that right. Can it? According to Kant, someone doing this is like a child who accidentally makes the right move in chess, not knowing the whole picture of the outcome if his actions.

Chapter3: Ethics and Euthanasia

“She suffered from intense arthritic pain. Five days before she died, Mrs. Boyes asked me to stop her suffering by ending her life”

“What you have done is not only criminal; it was a total betrayal of your unequivocal duty as a physician.”

“it was a bona fide act that was solely in the interest of Mrs. Boyes it seems somewhat harsh to criminalize me for doing my best in what were quite exceptional circumstances”

Most people respect life, yet at the same time want to help human being who is in sever pain. There are no easy answers. .

Voluntarily or non-voluntary euthanasia, is it moral? Is it the fault of the doctors? We believe that this life given to us must be taken care of. That we as a Christian are given this span of time to live here on earth. Euthanasia is immoral, yes but still it depends on the scenario. What if the patient is really suffering from pain that even himself can not handle this pain. What if the patient is old enough to stay in the hospital for more that 3 yrs. What if for us Christian this is our time or what we call the end of our mission here one earth do we still fight to pursue our life. I may say, I cannot determine. But still is it moral or immoral? In euthanasia we ask the patient they still want to be cured but what if the situation is that the patient is in the coma stage how can we determine?

Some people belief that euthanasia for doctors demoralize there purpose of existence. It like asking that why do doctors exist if there is euthanasia, maybe because that there's come a point that this doctors has there own limitations that if the patient does not believe on them or trust them on also themselves to that they will be cured and soon recover that natural life does the doctors can cure them most probably not.

Book Review 2

Title: There's No Such Thing as "Business Ethics"

Author: John C. Maxwell

Chapter1: What Ever Happened to Business Ethics?

This is why the market keeps going down everyday – investors don't know who to trust. As these things come out, it just continues to build. An ethical dilemma can be defined as an undesirable or unpleasant choice relating to moral principle or practice ... Many people believe that embracing ethics would limit their options, their opportunities, their ability to succeed business ... Companies that are dedicated to doing the right thin, have a written commitment to social responsibility, and act on it consistently are more profitable than those who don't

The chapter talks about the business ethics in lieu of the different business processes that happens in America. That talks about why do large corporations or company fails after having a great impact to the industry. Also it talks about those issues in the internal part of the company. Why such things do happens to them that even to the great extent people wouldn't even believe that it would happened.

TRUST is a very vital part of any business. To trust your colleagues and your investors is very important. Some investors are blinded of what they see in other company. Business ethics, deals with it by sometimes we must study the company or where we will invest try to research.

We have different belief; we are sometimes bothered about what other people belief. Applying it to our business is hard but sometimes it helps. To do what is moral, to do what is ethical, to do what is immoral, and to do what is unethical sometimes could be the basis of our decision. There is no such thing as always immoral, sometimes yes it is immoral but doing this immorality can be the betterment of majority.

Chapter2: Why this rule is Golden?

Asking the question "How would I like to be treated in this situation?" is an integrity guideline for any situation ... I believe you will be able to use one guideline to govern your entire ethical decision making. It's based on the Golden rule.

Christianity: Whatever you want men to do, you do also to them"

Islam: "No one of you is a believer until he loves for his neighbor what he loves for himself"

Judaism: " what is hateful to you do not do to your fellowman. This is the entire Law; all the rest is commentary.

Hinduism: "Hurt not others with that which pain yourself"

Zoroastrianism: "Whatever is disagreeable to yourself, do not do unto others" ...

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According to my first book review about ethics. The basis of what is morally right may vary per person. Many philosophical views have been stated that there are different factors affecting the choices we make and how we manage to see it as something right. We people believe in different things but according to the book there is such thing as a Golden Rule that is do what you want others do unto to you.

Practically its correct. How can you life as “life” if you don’t live it. To ask the question “How would I like to be treated in this situation is literally ethical. Every one of us has this belief that I want to be a winner there must be a loser. That’s why it’s ethical to think that everyone of us belief that we want to be a winner.

Chapter3: The Golden rule Begins in You

I Want to Be Valued

I Want to Be Appreciated

I Want to Be Trusted

I Want to Be Respected

I Want to Be Understood

This tells us that the Golden Rule Begins within us. Like in the business to be ethical is to be moral is to start within the organization. To value ourselves, our employees and to our works; to appreciate ourselves as an individual, our employees works, ad our products; To trust our decision, to trust our employees, to trust our products quality; to respect our wants and needs, to respect what our employees wants, to respect even our competitors; to understand each and everyone in the business.

Book Review 3

Title: The Good, The Bad and your Business

Author: Jeffrey L. Seglin

Chapter1: It Hurts so Good

While we all face ethical decisions every day, we're often unable to act in a way that resolves them. The trouble is that often we don't know how to articulate what the actual dilemma is and as a result we find it difficult to formulate clear possible solutions. When it comes to speaking clearly about ethical dilemmas, words fail us.

Sometimes in business we have to decide on something in impromptu manner. Even before there's a lot of ethical dilemmas to take care about. Sometimes even if we know what to do, we still deviate for what we think is right. However, sometimes we don't know what think that I problems and issues

The attitude sometimes affects what we say the words, we thought that our knowledge is what we think is right but in fact it is just a words that could fail us. Forgetting the fact that sometimes it is really hard for us to understand things because of the fact that we are hard enough to try to figure things out. How we will interact or approach the problems because a hindrance of doing the right things at the right time.

Business ethics deals in a win-win situation wherein all could benefit on something. How we will deal with the different dilemmas in life depends on how we will handle it.

Chapter2: When Payrolls Keep Us Up at Night

A human life is worth more than money, and if the druggist makes only \$1,000, he still going to live, but if Heinz doesn't steal the drug, his wife is going to die. Why? Because the druggist can get a thousand dollars later from rich people with cancer, but Heinz cant get his wife again why not? Because are all different and you couldn't get Heinz wife again.

Well I don't think so. I think there might be other ways besides stealing it, like if he could borrow the money or make a loan or something, but he really shouldn't steal the drug but his wife shouldn't die either. Why? If he stole the drug. He might save his wife then, but if he did, he might have to go to jail, and then his wife might get sicker again, and he couldn't get more of the drug, and it might not be good. So, there should really just talk it out and find some other way to make the money. .

The chapter gives a story about a man name Heinz who has a wife that going to die and not a drug that cause him \$1,000. then they asked the question what is the right thing to do to steal or not to steal. In this case there are 2 views. Which one is right. In reality the booth of them is right yet the both of them is wrong. So the question is what the right thing to do is. In the view one Heinz will steal and try to think for the sake of his wife. Which in

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fact the right thing to do because life is more than money. The second gives another point and other alternatives which also in fact is right. Both could produce negative consequences.

In life there are different things that we think it is the right thing to do, but act ethical lets just consider the fact that were can we must more beneficial if take this action.

Chapter3: How to Make a Decision When you Don't Know Enough

It is often the case that these three spheres in which we find ourselves making ethical decisions – money, people, and the common good in business overlap. The difficult task is finding a solution somewhere in the area of overlap so that needs of each are weighed.

There are often no clearly right answer where every constituency's needs and concerns are met, but even if they're ultimately dismissed, it becomes critical nonetheless to weigh these concerns trying to make the right choice, especially if you want to remaining the type of business person you want to be.

People are not perfect. How can we make decisions even without knowing what really the problem is. Sometimes we let go of someone just to realize how much we could care for them. Sometimes we think that everything we have is the complete things we need but in reality it can be our weakness. To decide on what is morally right, ethically the right thing to do is hard for us. Yet still on the other way around we manage to decide on the situation. The way we base and weigh it in ourselves and even the message of the person who you trust the moist.

Book Review 4

Title: Paradigms and Parables
The ten commandments of Business Ethics
Author: Brother Louis DeThomasis, FSC
William Ammentorp, Ph.D

Chapter 3: The Parable of Ethical Action

Groups of people, set apart from society, working together to attain social justice ... member of these groups who have made specific commitments to shared goals... a common code of action to which each member subscribes... walk the walks of ethical actions... If we wait for the rules to be written, we will be forever prohibited from making ethical decisions. Most of us on Wall Street already know what is "right"; we only have to let our intuition have its sway over our daily actions.

Isn't it right that here in our society rules, policies, regulations, laws or whatever it is are strictly imposed yet people violate it. These things are written in what we call constitutions we're all the people should follow and belief that it is right. However, the question is? Do these constitutions cover all the moral things that are happening? Maybe we should accept the fact that the constitution unfortunately cannot cover all. This time the issue about doing the things we believe is right yet we are stop by the restrictions but what is really moral to do. Our conscience is most of the time correct, we could act it right in an ethical moral, and we don't need to wait for the written law instead if we believe that even we can determine that it is morally right.

People deviate because they want change. Some people give their commitments for the purpose of change people follow a constant rule for a change. It is for us people if we want change. Doing business with ethics is basically thinking what the right thing is even if it covers the moral of an individual. We have different beliefs, yet all of us have the tendency to get a 51% right, moral and ethical even if the 49% opposed.

Chapter 10: The Parable of the Gift: In Search of Extravagance

We can talk about our collective efforts: we can attempt to move our corporations toward the achievement of economic justice; we can hope that our government of the world will see the futility of narrow nationalism. But ethical actions and social justice all come down to our behavior as individuals. Without individual commitment to these goals, no amount of institutional or group effort will achieve justice for those most in need. To deviate from these familiar pathways is indeed an extravagant gift.

The chapter talks about the norms, what is to be done? To creativity or the imitative to deviate from what is the culture makes us sometimes realize what the best to be done is. Yet our culture is affected by the different perceptions of people we can change, we can adapt to change and still we must be part of this change. Same thing in business the ability

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to create different products, or innovative products and services can make us more fruitful in our business especially considering the different ethical concerns of each part. As an individual we should be loyal on our commitment that we are here to serve and not to be serve to serve for the others. Our point of view of what is happening is part of the changing economy only if we voice it out. Our passion for our service to our community even if we are a normal person living in this society is a big part. The ability to serve, adapt change and be innovative is the greatest gift that you can give to the society. Give the extravagant gift of your commitment to social justice

Chapter 11: The Parable of Ethics: One World

Every choice of the unethical is just that. And these choices change the world, too. Clearly, the big moments in business raise ethical questions Decisions about new products, new plant locations, and new policies can be readily analyzed as to their impact on social justice. But concatenations tell us that the little decisions grow into big ones. And they count up to changed futures as they work through the human networks in the corporation and the community Remember: Peace and prosperity in all he worlds are created by ethical business process.

What is ethical? We can not determine things that are ethical if we don't know what is the unethical. To easily define ethical we must have the basis of being unethical. We cannot come up to a processes that is ethical if we could not practice being unethical. The purpose of this chapter is to tell us that our unethical judgments help determine what is ethical now a days. Our choice about the things that is ethical is based on the unethical. This experiences we have can help build a better society if we have the peace and prosperity in us within our businesses, within in ourselves.

Book Review 5

Title: What's Right and Wrong in Business 2nd Edition

Author: Rafael Gomez

Chapter 2: False Advertising

The doctor who wrote the research findings to verify product effectiveness did not report the complete results. Initially the report stated that, "though there was significant loss in some of the patients, the majority of those tested showed very minimal or no weight loss". Since this was not favorable to the product, the doctor agreed to change his report and instead wrote that "by taking these pills, many patients showed significant weight loss."

The usual, and correct, justification of advertising is that its purpose is essentially to give information and, in the sense, it is a public service. Advertising really is to attract people, and make them believe that this product pertains a certain purpose. In business ethics, many company use advertising to promote their products. However, still some companies make use of this false advertising wherein people are believe that this product is effective even if in reality it is not. Some company, for example Garments, and stated that their product has the best quality yet after 3 washes of this clothes they become torn out.

Advertising is a way wherein certain is product is exaggeratedly presented for a certain purpose or what we call hyperbole. While customers are being trick of what is the real thing the product can do is basically deception that is different form hyperbole and from this the false advertising arises.

Chapter 5: The Meaning of Virtue

Virtue means strength, the capacity to do, and in a certain sense, the ability or proficiency. Man develops a capacity for work: he doe, and whatever he does his odes it well. Therefore, virtues is not just an aid to do the good act – to the act that produces results, that "deliver" but it is in fact its necessary and sufficient condition. To have virtue, in a general sense that we have to clarify later on, is to have know-how.

In any case people has the ability to do well, people can change, people has their own right, and also people has the right for freedom. It is not possible to eliminate all the good or evil in a particular society, what man has to do is to increase the existing potential for good through the practice of virtues. The virtue to do well is a fact that every human can have. Every people, every businessman, every politician has this ability to do anything, their have this capacity to know what to do because they know how to do it.

Chapter 11: Alcoholism

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This case of alcoholism, like any other case of personal vices, is not specifically y business related expect of the fact that during some periods, some executives have felt the need to drug themselves in some way tobacco, alcohol, cocaine,. At times the price one has to pay for professional success comes in the form of an addiction. This generally can be quite costly however way one looks at it.

To any business transaction, process or whatsoever, who this vices of the company owners has effect on their business. In reality and what is ethical I cannot answer. Because of the fact that vices is not directly connotes in the business. However, can become the winding up of the business. How can they stop it, many people addict to this kind of vices will say it is hard but the question is do they really want to change. To change one vice he needs the temperance and the will do change his life.

Book Review 6

Title: The Right Thing

Conscience, Profit and Social Responsibility in Today's Business

Author: Jeffrey L. Seglin

You've Got Mail, You're Being Watched the Chapter it talks about a certain company about the mail of the employees. After having a written policy about the email, the company experience sending mails with an unpleasant pictures, thoughts etc. The study about the companies mail realize that it came from some other employees, they decided that the company will check mails of the employees, that they will monitor it. The fact that the employs has their own privacy and it could also demoralize the employees. It will be hard for them eland they can loss the trust of their employees. The company can have this right like web tracking or web sense that it would track the things that they want to track like pornographic materials, off shore jokes and etc.

The book tells that they should make them employees welcome. Then the privacy sometimes becomes not the issue sometimes the root cause comes from the top management why will this employees do such works. The book suggests that they must know what do the employees needs.

Another chapter of the book talks about lying, cheating, and stealing this issue is best address by the employees behavior that is not motivate. The big impact of this thing thru the company is a big threat. It is how small fabrications told inside the company. The chapter deals with the different mal-functioning of the system and how it is happen. And how this employee does often happens to this kind of behavior.

Leading is another chapter of the book. Leading is very important in a business to lead the employees to do what is right what is ethical. When management becomes aware that there is something that might cause harm to the company's employees. Bosses often set the tone for behavior in the workplace. While it's common for employees to enjoy bantering about the boss's shortcomings around the water cooler the truth is the better a boss is a managing employees fairly, the more likely it is the employees will respect the boss.

The business is basically consists of employees and the leaders. They are the one who will make the business function. The relationship between them is the core and that must be fair, equal and stable.

One could argue that that responsible management and doing the right thing often characterized by the same things. . . but you can't infer that ever decision about the right thing to do is necessarily doing to be good for the company,. Sometimes doing the right thing can have tragic consequences.

A written policy without anything else is worse than not having a policy. It is when there is a policy yet still every people would not follow it. The situation is that the policy is

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written without proper implementation. The objective is not to help but to instruct and give directives. The people must know what's the real purpose of this policy so that they could follow it. In any sense the point is not clear unless it would not be used and the policy is nothing unless no one would try to use it.

Book Review 7

Title: Business Ethics: Ethical Decision Making and Cases

Author: O.C. Ferrell
John Fraderich
Linda Ferrell

Moral philosophies guide businesspersons as they formulate business strategies and resolve specific ethical issues. However, there is no single moral philosophy that everyone accepts. Individuals are not free to make their own choices in their work environment—while they are always responsible for their own actions. They rarely have the power to impose their own personal moral perspective. Like for example, utilitarianism is concerned for the greatest good for the greatest no. Of people—they believe they should make decisions results in greatest total utility.

Moral philosophy refers to the set of principles or rules that people use to decide what is wrong. In business context we evaluate morality to create alternative ethical decisions “trust becomes a key element it is important to business transactions have defined as trust, self-control empathy, fairness and truthfulness.

Many business people and scholars have questioned the role of ethics and social responsibility in business. Also the effect of business activities as it relates to employees is significant. Issues include equal job opportunity, workplace diversity, job safety and health, as well as employee privacy. Some competitive strategies may focus on weakening or destroying a competitor. These can be injuries to competition and have the potential to reduce consumer welfare.

Although the concepts of ethical business ethics and social responsibility are often used interchangeably, yet they have different meaning, social responsibility means what must you have to do for the society while business ethics in refers to social responsibility refers to an organizations obligations to maximize positive impact and minimize its negative impact.

There are different kinds of social responsibility, first is legal dimension of social responsibility that refers to the laws and regulations established by the government. Ethical dimension refers to the behaviours and activities that organizational members, the community, and society expect from business.

Economic dimension refers to how resources for the production of products distributed within the social system. Philanthropic dimension relates to the structure and dynamics of society and the quality-of-life issues with which it is concerned.

Universal set of ethics is a question that why do businesses stuck have problems understanding what is ethical and what is unethical? The answer lies, partially how on these

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basic rights and responsibilities are operational zed, or put into use. When someone from another culture mentions integrity or democracy, listeners look reassured

Book Review 8

Title: Business Ethics: A Global Managerial Perspective

Author: David J. Fritsche

Chapter 1: Business Ethics: A Global Framework

The chapter talks about the ethical behavior in a long-term business perspective. That includes the MACRO and MICRO perspective. The macro perspective mostly deals in the market system. In any process it came from. That there is this conditions that is required so that the market system will effectively work that are the right to own and control private property, the freedom of choice in buying and selling goods and services and lastly the availability of accurate information concerning those goods and services. This will deals with the success of the market system in the society. Ownership means to own something so that thru this ownership you will start. Location of desirable goods and services in the market place so that they can easily buy their wants or can choose their own choices, the ethical issues is how will you ethically compete with other in knowing that you can exercise all the things you have to get a high market. Thus unethical behavior comes from a macro perspective.

In the sense of the behavior of people in business ethics, there are types of issues first is briber or the offering, giving, receiving, or soliciting of something of value for the purpose of influencing, the action of an official in the discharge of his or her public or legal duties. Next is Coercion or controls people by force or threat. Next is deception manipulates people and firms by misleading them. Theft is the taking of something that doesn't belong to you. Lastly unfair discrimination unfair treatment or denial of normal privileges.

Chapter 3: MORAL STANDARDS

Business ethics is the process of evaluating decision, either pre or post, with respect to the moral standards of the society's culture.

Business ethics involves the use of moral standards, when making business decisions. According to Cavanagh there are six rights which he believes are basic business activity which are life and safety, truthfulness, privacy, freedom of conscience, free speech and property.

A theory is talked about in the chapter integrative social contract theory that talks about that recognizes the moral diversity among cultures. This is where business ethics is talked about. It is how we will coordinate in the different people. The external environment of ours is also different in any other way. The universalist and relativist perspective is also talk about in the chapter.

Chapter 4: Ethics and Decision Making

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Many factors are thought to affect the ethical dimension of business decision. Many factors like personal traits in business decisions are made by individuals and committees of an organization. Ethics came from how the business is mold. Its culture becomes a great part of the decision making of the bosses. Ethics is reveled through decision making behavior of an individual. When solving business problems such behavior evolves from attitudes towards the conditions with the environment he is into.

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Book Review 9

Title: Business Ethics

Author: Carmelita Miranda –Gow
Gregorio S. Miranda

Chapter 5: Social Responsibilities of Business

Today most large business firms are in the form of corporations which are looked upon as endowed with a heart and a soul. Moreover, corporate management is being guided more and more by a concept of social responsibility. What is social responsibility? The concept of social responsibility talks about the internal and external responsibility of the business. Its responsibility to its workers and its members and also to its consumers and responsibility to the economy that is the content of business ethics and its responsibility, the question is how will the company will apply it.

There are different business and its various publics, this are the governing principle in any business. One is the community involvement that talks about the community that are involved and its participations. There are 2 ways first is when it faces certain social challenges that much akin to the way that the government and other institutions. Second is business participates in welfare and cultural efforts extending beyond mere profit considerations.

Another principle is customer relations; it is just basically the importance of their customer thru this customer relationship. How will they take care thru their markets? The tangible and intangible needs of the customers, the respect and courtesy in serving them.

Chapter 6: Eliminating Competition

Competition is everywhere. No matter what, even animals compete; even in our political system competition is present, even in a small group. Competitors exist in every society. There is, for instance, competition for survival of the fittest. In the field of business, competition has proven itself to be the best method which has thus far been devised for bringing out the latent. The business world is full of competitions because we serve same markets yet there still have their wants but at the end it serves the same purpose.

How does competition from? From the urge of every individual to always excerpt effort and make the best out of the best to do extraordinary things extraordinarily well. Makes people has this self thinking about to survive leads to this completion.

Chapter 7: Price Discrimination

If a seller gives a lower price to a buyer under set of conditions no different from another buyer who buys under the same or similar condition, that proactive amounts to

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price discrimination. Many a time price discrimination has certain motives as in the case of dumping.

Price Discrimination from businesses arises for them to come up with a standard that is affordable to the market. Sometimes people believed that higher prices are discriminated against compared to those who buy the low-priced brands. That's why dumping arises, is defined in several ways and has meant different things to different people but as the means of this is unfair trade practice, having to do with price discrimination is one of this. It is in reality that price of a certain product has these similarities for them to survive in the competition, yet still there is a point that people deviate for the sake of branded names.

Book Review 11

Title: The Essence of Business Ethics

Author: Adrian Buckley

Chapter 2: Mediating Between moral demands and interest

Business adapts the methods and purpose of normative ethics to the specific requirements of moral issues in business. It studies the specific moral demands that apply to this particular sphere of modern civilization. Here, business ethics studies both profit and non-profit organizations.

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All human are given this right or capability. The freedom to choose or basically freedom. Everyone has this capacity to be free. Freedom is basically the way we interact with other people. It makes life easier to think of morality between good and evil. Thru this freedom we are much more responsible in every aspect of society and even to our businesses. A person is not only repsonisble for his or her plans and activism to a certain extent he or she can also be held reposable for the events resulting thru his or her harm and damages especially if he acted it willingly and knowingly.

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ITETHICS

1. *Consumer care, expressed by satisfying demands for ease of use and product safety.*
2. *Environmental care*
3. *Care for minimum working conditions*

As a business firm, the owner must be considerate both in its internal and external environment. There are responsible to the labour conditions its natural environment and functionality. The work force benefites and right wages, its mimimun risk in terms of the working environment and lastly its serves its purpose to the consumer and their safety as well.

Book Review 12

Title: For Business Ethics

Author: Campell Jones
Martin Ten Bos

The book is basically against business ethics, the author talks about how does the business ethics is a NO for them. In some way I agree to their points. According to them, one way of expressing it would be say something like, it is simply getting let down. Business ethics holds promise, in that it promises ethics and speaks of justice, but at the same time it seems compromised to its very core, and seems to resist the very thin it advances.

The author points their problems in business ethics:

First Problem: Foreclosing Philosophy

Business ethics is that part of business education that makes the most explicit claim to be interested in philosophy, but if we look at the philosophy that is done in business ethics. It seems clear that twentieth century philosophy is completely excluded.

The fact the philosophy rises 100 years it is sometimes not applicable to the society today. The business ethics exist in such a way that sometimes it is affected and run by this philosophy that gives an indefinite way of decision making. We must update especially the business owners of what is really the trend in making decision making.

Second Problem: Foreclosing Society

Individualistic explanations of social action focus exclusively, or largely, on the characteristics of individuals, and ignore or downplay the role of social context.

Sometimes we view society as a whole, but sometimes we tend to see society in an individual persona. Like for example in a company, as society, it experience downfall and yet we solve it by targeting a specific person who are more responsible of the downfall. The society is basically the responsibility of each and one of us as part of this society. Also when we say society we have this thinking that society means problems and yet we don't even mind that we are part of the society.

Third Problem: Foreclosing 'The Ethical'

Some aspects of business obviously present ethical dilemmas, most people would agree that matters such as bribery, pollution and child labour raise ethical issues, and business ethicists do indeed deabae the rights and wrongs of these ethical dilemmas

More often than not we could not admit that when treating this kind of dilemmas we tend to deviate in what does it means. We treat it as basis of day to day processes that it seems that businesses is that perfect. We must be justifiable and studied narrowly to determine what really is ethical and what are the things or issues it addresses.

ITETHICS

Fourth Problem: Foreclosing the meaning of business ethics

Quite often business ethics text will provide a "definition" of business ethics that tells us what business ethics is supposed to mean. The problem with this is that business ethics means quite a lot of quite different things. In fact one of the major problems when we start looking at business ethics is that words that business ethics does not have transparent meaning.

Learning the meaning of business ethics is not really the solution for a good business, because even the word ethics is vaguely define in each and every part of society. Yet we must be treated for us to understand what really it can do positively in our business

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More often than not, business ethics is assumed to be something does not really trouble basic assumptions about the normal practices of business.

The word bureaucracy, globalization and capitalism does affect the business world. Still, the business should be treated differently for them in such time and such situation.

Sixth Problem: Foreclosing the goal of Ethics

Business ethics is often caught between two conceptions of what is for. On the other hand, it can be a reassuring and satisfying set of ideas that reminds us how to do the right thing.

Ethics is basically what the rules are. What can is moral to each and everyone.

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Book Review 11

Title: The Essence of Business Ethics

Author: Adrian Buckley

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ITETHICS

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Book Review 13

Title: Ethical Dilemmas

Author: Campell Jones
Martin Ten Bos

I even began reading the book “Ethical Dilemmas in Business” I decided to look up the word “ethics” in the dictionary. Apparently, ethics is the discipline dealing with what is good and bad and with moral duty and obligation. We deal with problems everyday which somewhat requires us to make an ethical response. The bottom line is that we need to make a decision and society expects us to make an ethical judgment.

The business realm is a much different playing field as compared to the real world. In business, you are dealing with two important aspects, life and money. The basic purpose of a business is profit and most often than not we are faced with dilemmas that forces us to choose between something that would generate more profit for the company and the lives of the people that you are about to terminate. According to the book “Ethical Dilemmas in Business,” there are 5 ethical theories that affect our decisions. These theories have levels or hierarchy much like Maslow’s Hierarchy of Needs. Each level is ranked according to its social desirability with Egoism at the bottom of the list.

As explained in the book, egoism is place at the bottom for the sole reason that it is only focused on the “Me, Myself and I” aspect. It doesn’t consider the welfare of others. I agree with the philosophers and the authors with this simply because although it is but a human trait to give in to the “survival of the fittest” attitude but that is merely our primal instinct. As a thinking man, we should know better than to just think of our own good. Let’s say you’re in a competition much like that of Harry Potter and the Goblet of Fire, there was a task wherein they had to search for their clues in order to know what the next competition is. There was a player that told Harry where to look for his clue.

The same way, Harry did not immediately run to grab the Goblet of Fire while inside the maze, he even took the time to help his competitors when they were in need of his help and even shared grabbing the Goblet of Fire with one of the players. This is just like the dilemmas that we are presented with in the business world. There are times when the gold is already at arm’s reach but then we see a co-employee in need or a competitor that is about to get ruined, as humans we are able to empathize with them and give in to helping them first.

The book “Ethical Dilemmas in Business” is a great read that helps open our eyes to the various problems that could come our way. It presents us with cases that challenge us to asses if we would be able to come up with an ethical choice or just give in to our primal instinct.

C

Chapter 4: PROFESSIONAL ETHICS, CODES OF CONDUCT AND MORAL RESPONSIBILITY

1. Codes inspire the members of a profession to behave ethically, codes guide the members of a profession in ethical choices, codes educate the members of a profession about their professional obligations, codes discipline members when they violate one or more of the codes directives, codes "sensitize" members of a profession to ethical issues and alert them to ethical aspects they otherwise might overlook, codes inform the public about the nature and roles of the profession, codes enhance the profession in the eyes of the public. The ACM / IEEE-CS of the SECEPP that is adopted by the both constitutes with the virtue to give consistently the public interest, client and employer interests, quality of the products, professional judgment and independence, management of the leaders, profession and its colleagues and especially the value of themselves.
2. There can be no possible coherent and comprehensive codes of conduct, basically because of the fact that, different people have their different beliefs of conduct. I can assume that at some point people can have a standard of these codes of conduct, however, it is still standard it is still open for change and different computer professionals have their own beliefs and can deviate from what the codes of conduct tell.
3. As a software engineer for XYZ Computer Corporation and given a project and as the team lead I should first determine what is the objective. The objective of one project is very important, realizing that the objective of the project is not good as based on my own understanding I should appeal on this project. Ask what really the purpose why these certain objectives of the Missile Defense System arise. Also I'll make sure that this project would really be beneficial for the XYZ company and also to our customers and especially for the mankind. Considering the different dilemmas, like why do the other candidates of this project refuse to work with this project could become a means of my refusal and at the same time my wife who will be giving birth after months. The fact that I have these obligations for the company by that time when my wife will give I make sure that I will request for a paternity leave as the father and because of this leave the time will be wasted if I accept the possible given job.
4. Whistle blowing or also called "blowing the whistle" comes from the effort by individuals to get the public attention. It is generally understood to occur when one or more employees go outside the organization to shed some light on misconduct within the organization.
The case that implementing the system that is not sure if it is work especially if it will be used in the public is NO! NO! Firstly, because of the fact that it would not function correctly on what is the system requirements. It is said that it is 99% percent working but the fact that it is not yet have been tested could make the system crash. Every people value time and if the public transportation system would fail and will not give

them the best service at the time of implementation it would be a great hinder to everyone. Maybe the software must be discussed on how will it works if it will be implemented in the public and noted that there are still possible defects that can occur during the implementation part of the system.

5. The purpose of whistle blowing is to get the public attention, there is a connotation that if you get the public attention without that high rank in the society or you are popular in any other way you are wrong. Yet still it also serves the purpose to inform the public. In my own point of view, not all whistle blowing is negative but we must be creative to think what its really purpose is. To make it illegal and be punishable offense we must study it first why this certain people whistle blow.

Jaipur

1. The innovation of Jaipur Foot is to selling prosthetic foot for the poor
2. The business of Jaipur Foot is to create hand maid artificial foot and lower limb prosthesis
3. The main beneficiaries of Jaipur Foot's products are poor countries and those who have land mines in their countries.
4. Afghanistan is one of the markets of Jaipur Foot because there are many landmines there
5. Jaipur Foot's product pricing compare with the West has a big difference. From \$30 to thousands of dollars
6. Gait cycle is the ability of person to walk
7. The first Jaipur Foot artificial limb was developed by Pare in 1561.
8. The design considerations in the Jaipur Foot Design Process are: being able to squat, to sit cross-legged, to walk on uneven ground, and to walk barefooted.
9. The constraints in the development for Jaipur Foot are poverty, closed economy, working lifestyle, and limited trained man power.
10. The raw materials for Jaipur Foot can be purchased locally while other products was imported in other countries
11. A typical fitting day for a Jaipur Foot is fast and hospitable
12. "BMVSS was established on March 1975 by Mr. Mehra. If not for the value system and patient-centric management practices followed by BMVSS, Jaipur foot might have remained on the shelf and in limbo."
13. Both are competitive. There are more customers in Jaipur foot but the strategy of ossur is better.
14. Jaipur Foot model is scalable they can expand their target market through placing their branches on different places.
15. The significance of Jaipur Foot's cooperation with ISRO is that it will reduce the manufacturing cost of Jaipur foot.

Case Study 1

Reducing Corruption: Transaction Governance Capacity The Andhra Pradesh e-Governance Story

Innovation is the creation, development and implementation of a new product, process or service, with the aim of improving efficiency, effectiveness or competitive advantage.

(www.digitalstrategy.govt.nz/templates/Page_60.aspx)

Corruption becomes a major impairment here in the Philippines. In reality, many Filipino suffers from poverty and one of the possible reasons is no other than corruption. Does the question what projects does the government apply to lessen corruption is really the subject instead how can I as part of the community contribute to lessen to corruption is the real issue.

The case shows one particular system in India, wherein they used this Eseva system to improve the Government process that includes the quality of service, its effectiveness and efficiency in terms of serving the people. Implementing this automated system and internet based system is a major step to them. It is an immense change in that country, to how to adapt this kind of system. Their objective is to lessen the corruption and if possible to eliminate it, and to make the process of getting different forms is to make it faster.

Implementing this kind of system to the Philippines? For me yes it is possible. However there are some points we need to discuss about it. First are the people, is the people have this full support to this change and have the trust that the government will need in implementing this kind of system. Second is the government, thus the government will implement this system to the betterment of everyone and use this system not in their own benefit. For example, Marikina City, the people there are well organize in terms especially in the rules and regulation. The people there follow. When a new policy or processes in the government the people are adaptive to change.

“The only constant thing in this world is change...”

Nowadays technologies become part of our day-to-day activities. Wherever we go we use technology. In reality, this technologies makes our life easier, it makes process faster, reliable, secured, etc. its advantageous. The only thing we can do is to adapt. The system that is used in India is possible if we believe that it is possible, and we as Filipino will use it in a fastidious way.

ITETHICS

To improve our economy we need equality, to improve or economy we need trust, to improve economy we need perseverance, and lastly to improve our economy we need CHANGE.

Pirates	Company
<p>1. Ethan would take over the office and soon enough he'd start taking over the computer network companies Commandment 3, thou shall not snoop around in other people's computer files.</p>	<p>1. Media Defender created dummy site MIVI to capture those who will upload files Commandment 5, Thou shalt not use a computer to bear false witness.</p>
<p>2. Figured out how to read media defenders email Commandment 3, thou shall not snoop around in others people's computer file. Commandment 7, thou shall not use other people's computer resources without authorization or proper compensation.</p>	<p>2. Tricks to sabotage downloader including planting booby trapped versions of songs and movies commandment 2, Thou shall not interfere with other people's computer work;</p>
<p>3. Listen to its phone calls Commandment 2, Thou shall not interfere with other people's computer work. Thou shall not snoop around in other people's computer files.</p>	<p>3. Trace people who upload films so they can sue them Commandment 6, Thou shalt not copy or use proprietary software for which you have not paid.</p>
<p>4. Access just about any of the companies computer Commandment 3, thou shall not snoop around in others people's computer file. Commandment 7, thou shall not use other people's computer resources without authorization or proper compensation.</p>	<p>4. Media defender had created code specifically for hacking into pirates system. Commandment 2, Thou shalt not interfere with other people's computer work. Commandment 3, Thou shalt not snoop around in other people's computer files.</p>
<p>5. Uncovered salaries of the top engineers as well as names and contact information According to Commandment 2, thou shall not interfere with other people's computer work. According to Commandment 3, thou shall not snoop around in others people's computer file.</p>	<p>5. Hiring a Hacker to obtain internal documents Commandment 1, Thou shall not use a computer to harm other people</p>

ITETHICS

<p>6. Firms pirate fighting software works commandment 8 Thou shalt not appropriate other people's intellectual output Commandment 6, Thou shalt not use other people's computer resources without authorization or proper compensation. Commandment 7, Thou shalt not use other people's computer resources without authorization or proper compensation.</p>	<p>6. Trace people uploading music so that the trade groups can sue them Commandment 1, Thou shalt not use a computer to harm other people According to Commandment 3, thou shall not snoop around in others people's computer file.</p>
<p>7. "These guys are not right, I'm going to destroy them." Says Ethan Commandment 9, thou shall think about the social consequence of the program you are writing or the system you are designing. Commandment 1, Thou shalt not use a computer to harm other people</p>	<p>7. Upload a torrent vital file that coordinates he download process Commandment 1, Thou shalt not use a computer to harm other people</p>
<p>8. P2p tracks were downloaded became individuals wanted to hear songs before buying it. Commandment 7, Thou shall not use other people's computer resources without authorization or proper compensation.</p>	<p>8. Created code specifically for hacking into the pirate bays system Commandment 1, Thou shalt not use a computer to harm other people</p>
<p>9. The practice of using false pretense to get personal information about someone Thou shall not use a computer to bear false witness. Commandment 1, Thou shall not use a computer to harm other people</p>	<p>9. M.P.A.A. filed a law suit against several websites in 2006. Commandment 4. Thou shall not use a computer to steal. These websites were sued for stealing other's property. Commandment 6. Thou shall not copy or use proprietary software for which you have not paid. These websites did not have any permission from the other websites.</p>
<p>10. Ethan put a link at Digg that led the bloggers accused the company for running a honey pot to trap pirates who were uploading a protected content Commandment 3, thou shall not snoop around in others people's computer file. Commandment 2, thou shall not interfere with other people's computer work. Commandment 9, thou shall think about the social consequence of the program you are writing or the system you are designing.</p>	<p>10. MediaDefender made some tricks to sabotage Pirate Bay, like putting booby trapped version of songs and films that frustrate the down loaders Commandment 9, thou shall think about the social consequence of the program you are writing or the system you are designing.</p>

Selling Health: Hindustan Lever Limited and the Soap Market

1. What is the innovation that HLL introduced in the area of diarrheal disease prevention?
 - because of the increasing number of Diarrheal disease especially in India. Yuri Jain said that hands feed a child, hands prepare food in an Indian context people don't typically use knives and forks.. everything is done with hands" this means that he concluded that the disease came from lack of sanitation.

2. Why is hand washing an excellent preventive measure against diarrheal disease?
 - like what I stated before, hands becomes a major tool in causing diarrhea in India. Because it is open and we use to touch everything now and then. It is exposed to dirt. According to the article "an evidence review by Valerne Curtis and Sandy Cairncross found hand washing with soap could cut diarrheal disease by 48%".

3. Why is an MNC in the best position to influence behavioral change in combating diarrheal disease?
 - because MNC is one of the fast moving , large, consumer goods company. And it also capable of conducting and analyzing consumer behaviours, has this marketing expertise, strong branding, experience in adapting products thru its substitute products, vast distribution, experiences, high possibility to achived desired results and global reach.

4. According to Yuri Jain of HLL, what is the connection between diarrheal disease prevention and HLL products?
 - based on the article Jain said that "when you ask yourself how do you break the transmission of disease with hands, you come up with hand washing with soap ... If people start washing their hands with soap more often, the consumption will go up and there is an impact on the market size".

5. According to Harpreet Singh Tibb, what is the connection for HLL between economy, beauty and health?
 - based on the article Tibb said that "If you establish why health is important or why soaps can contribute to reducing germ incidents and perhaps save [consumers] medical bills through long-term associations, I think you have a winner right there" as what Jain also tells about the hygiene.

6. What was the impact of the Central American Hand washing Initiative to its beneficiaries?
 - this will serve as a means to campaign to further strengthen its point. After this promotion the people that are concern about their hygiene increases.

ITETHICS

7. What was the reason for Dr. Vedana Shiva's opposition to the PPP? Is it justified?
- based on the article "Kerala has the highest access to safe water, highest knowledge of prevention of diarrhea because of high female literacy and local health practices such as use of jeera water and high use of fluids during diarrhea. The World Bank project is an insult to Kerala's knowledge regarding health and hygiene. It is in fact Kerala from where cleanliness and hygiene should be exported to the rest of the world. People of Kerala do not need a World Bank loan for being taught cleanliness." No, the people must be taught about the importance of hygiene, and how it is done properly.
8. If you were in a position to decide how to go ahead with PPP while knowing the opposition how would you go about it?
- Continue it, there's nothing wrong in teaching the people about cleanliness actually nowadays it is much more needed
9. How did Lifebuoy re-brand itself? Do you agree with HLL Chairman Marvinder Sing Banga's decision? Why?
- It change its mission by targeting the entire community and not focusing about its basic functions but its extraordinary function. By its new mission-vision "Making a billion Indians feel safe and secure whenever they are by focusing on their health".
10. What is Chairman Banga's approach to costing Lifebuoy? Do you agree with this approach?
- to make it afford fable to the masses, yes, knowing that majority of the population in India is poor and it has the most number of possible market.
11. What is the key to sustained community behavioral change according to Harpreet Singh Tibb?
- based on the article Tibb said that "If it's going to multiple contacts, it has to be low-cost. It has to be a scalable and sustainable program. It has to be interactive because you're trying to get a behavioral change. And the cost of reaching out the villages in rural India is very expensive ... I get the community to get up this program and get this movement going for ages."
12. The Lifebuoy Swasthya Cheetna program decided to go through the local school system? Would this approach work in the Philippines?
- Yes
13. What is the Lifebuoy Swasthya Cheetna's process for creating behavioral change?
- Through Initiation and information next is large scale propagation and last is reinforcement.

ITETHICS

14. Each exposure in the behavioral change process involved 5 key communication tactics? Can you add or

subtract to these tactics? Would these tactics work in the Philippines?

- Yes, Yes, because of the fact that it is flexible and dependable to your target market

15. Explain the germ-glow demonstration. Do you think it was effective? Are there any alternatives?

- Yes it is effective, yes there are still many alternatives like discussing the effect of this germs when is intake

16. How did you think the Swasthya Cheetna program impact HLL? Was it a success?

- the fact that it increases the lifebuoy by 30% and its grown across states and across regions

17. How can wealthier Indian populations benefit from the health and hygiene messages?

- they can be able to be more aware what is the function and be consius enough with their wealth. We cannot say that if they are wealthy they there are safe.

18. Is the PPP scalable? What about the Swatshya Cheetna program?

- Yes, Yes! They both work if it is imposed and practice properly.

19. Yuri Jain claims that PPP has scale. Do you agree with him?

- yes everything that is plan must be scalable

20. Why do you think PPP was slowed down while the Swathsya Cheetna program pushed through?

- because of the process that its undergo.

1. Define security and privacy. Why are both important in the information age?

In general, security can be considered a means to prevent unauthorized access. According to Jerry Durlak [6], privacy is a human value consisting of four elements he calls rights. We put these rights into two categories. The first category includes three rights that an individual can use to fence off personal information seekers; the second category contains those rights an individual can use to control the amount and value of personal information given out. Use, alteration, and theft or physical damage to property. It is important because each and every one of us deserves their own privacy and security and could also be a means for us to be cheated and used.

2. What is anonymity? Discuss two forms of anonymity.

Anonymity is the absence of identity. Consider these several types:

Pseudo identity: An individual is identified by a certain pseudonym, code, or number (compare with a writer's pen name). This is referred to as pseudo anonymity. It is used frequently in the "Witness Protection" program. *Untraceable identity:* One is not known by any name including pseudo names. *Anonymity with a pseudo address to receive and send correspondence with others:* This technique is popular with people using anonymous remailers, user groups, and news groups

3. Discuss the importance of anonymity on the Internet.

Anonymity helps users of the internet, to hide their identity especially when it talks about important information.

4. Is total anonymity possible? Is it useful?

Nowadays, because of the high technology hackers invade user's accounts. Yes anonymity is very useful for all of the people who use the internet.

5. Develop two scenarios—one dealing with ethical issues involving security, and the other dealing with ethical issues involving privacy.

First scenario is the security through passwords of e-mail accounts, yahoo messenger, groups and the like. Second scenario that involves privacy is when the information is given through this medium.

6. Is personal privacy dead? Discuss.

Yes, because of sometimes accounts are somewhat invaded and hacked without the knowledge of the owner. For example, National treasure the phone of the father of Nicolas Cage in the movie is been cloned and yet still he doesn't have the knowledge

about it from that point privacy is dead.

7. List and discuss the major threats to individual privacy

Your own identity could be used as a criminal person in an easy way. Phone calls, bank accounts that could be transferred in a simple glimpse.

8. Identity theft is the fastest growing crime. Why?

Because of the advancement of internet, the sharing of files like e-books, mp3 and even video is growing with the use of different application software like LimeWire, uTorrent and etc.

9. Why is it so easy to steal a person's identity?

Because of sometimes information is always available to people. The securities given to such information are not that properly secured.

10. Suggest steps necessary to protect personal identity.

Basically use your personal information at the right time. Be sure to about the security that you gave to a person or company is really secured. Sighted from the book " Do not reveal personal information inadvertently, Turn on cookie notices in your Web browser, and/or use cookie, management software or inform diaries, Keep a "clean" email address, Don't reveal personal details to strangers or just-met "friends", Realize you may be monitored at work. Avoid sending highly personal emails to mailing lists, and keep sensitive files on your home computer, Beware sites that offer some sort of reward or prize in exchange for your contact or other information, Do not reply to spammers, for any reason, Be conscious of Web security, Be conscious of home computer security, Examine privacy policies and seals, Remember that you alone decide what information about yourself to reveal—when, why, and to whom. Use encryption! That there's nothing we could do unless you're always willingly to sign a contract each and every time you gave someone your personal information.

11. Governments are partners in the demise of personal privacy.

Discuss

Yes, because of the fact that government doesn't have this high-tech tools or gadgets to secure all information of people.

12. Anonymity is a doubly edged sword. Discuss.

Yes, it's somewhat hide the identity of a person.

13. Are the steps given in Section 5.4.5 enough to prevent identity theft? Can you add more?

Yes, I think it is almost complete and if ever I mentioned it on number 10

14. What role do special relationships play in identity theft?

it directs other people who wants to invade your privacy in such a way that the person is mislead

15. Modern day information mining is as good as gold! Why or why not?

Yes it is good much more as gold but it is unethical.

16. How do consumers unknowingly contribute to their own privacy violations?

In giving some other information without due consents like in resume sometimes the person written in the references are not notified.

17. How has the Financial Services Modernization Act helped companies in gathering personal information?

Quoted from the book, "The Financial Services Modernization Act aimed to restrict financial institutions such as banks and brokerages from sharing customers' personal information with third parties, has allowed these same U.S. financial institutions to merge and form what have been called financial supermarkets. This one Act has opened a door for these companies to merge and consolidate customer data from several sources".

1. Discuss the problems faced by software developers trying to apply for protection under trade secret statutes.

"A trade secret is information that gives a company or business a competitive advantage over others in the field. It may be a formula, a design process, a device, or trade figures. Thus, there is no one acceptable description or definition of trade secrets. The generic definition is that it is a collection of information in a given static format with strategic importance" basically the software developers have a hard time to patent their own works because of these trade secret statutes.

2. Why is it difficult to apply patent laws to software?

Because of the fact that it is known to its internal structure, lack of security, low value or importance, because of its high investment that the company will use, and lastly the ease of copying files.

3. Why is it possible to apply patent law to software?

Still software are made be a certain person, he has the right to own his works in this world that piracy and theft is high.

4. Is it possible to trademark software?

Yes!

5. Discuss the ethical and legal issues surrounding software ownership.

The first issue I can think about is about the span of years of the different laws, even if the patent or trademark is expired the owner is still the same so why do we need to renew it.

6. There is a move to do away with the current copyright law. Why?

Yes.

7. Why is the copyright law, in its present form, considered to be unenforceable?

Because like what I say before the information is everywhere, and because of this high end technologies copyright law is somewhat invaded and not in used.

8. What changes would you suggest in the current copyright laws to make it enforceable in cyberspace?

Make use of credits in return for information, the restrictions in doing the copy, print in the internet.

9. Has the Internet made software protection easier or more difficult? Why or why not?

It makes software protection more difficult to implement. Because of the fact of file sharing that is nowadays is very widely spread.

10. There is a movement (that includes hackers) that is advocating for free software! Discuss the merits of this idea, if any.

The merit is for the people who are not capable of buying this expensive product. However the owner of the product is simply a big loss for them.

- 11. Because of income disparities between north and south, and have and have-nots, fair pricing of computer products is impossible. Discuss.**

yes, first if we think in the transportation of products it means a lot that it is directly affects the price. Second is that the income generation of the different country.

- 12. Most copyright violations are found in developing, usually, poor countries. Why?**

Basically because of the fact they can't afford to buy products they make a way for them to have copy. Also because that developing and poor country has this ability to perform more improve than other country.

- 13. Does the high price of software marketing in developing countries justify the high rate of software piracy in those countries? Why?**

Yes, many people nowadays are price conscious. The thinking of why buy a software that is high if there is available that is not expensive.

- 14. What do you think is the cause of the rising cost of software?**

Because of the high-demand of this software and its lifetime service it gives.

- 15. Is globalization a means through which the developed, usually northern countries, will enforce the copyright laws?**

In some way no knowing that globalization means that the country has this one monoculture.

Case Study: The Annapurna Salt Story: Public Health and Private Enterprise

1. What is the role of NGOs (Non-Governmental Organizations) in BOP markets according to Prahalad? Do you agree with this position?

- NGOs serve as an interface between people, especially those who are poor and needy, and the private sector/government. In other words, they form a link between those who have and those who do not have. The strength of an NGO such as ours is competence, commitment, credibility, collaboration and advocacy. NGO's becomes part of the society wherein they give services to the BOP thus thru this BOP people has their hopes for a change.

2. According to Rekha Balu of *Fast Company*, "poor people ... can become just as discerning about brands as rich customer". Do you agree with this statement? Is this applicable in the Philippines?

- Yes, Filipino has these thoughts of branding. We cannot change it; people believe that if they purchase something that is branded they belong to this high class. Because even if this high or branded products it has a quality that is much better.

3. What is the nature of the breakthrough of K15 Technology in your own words?

- It is stable iodine also known as K15 where K represents the element potassium and 15 represents 15ppm of iodine. K15 technology would release iodine only in very acidic environments as that of the human stomach.

4. What are the issues/difficulties in branding something like salt according to Vishal Dhawan?

- according to Vishal Dhawan head of Popular Foods, HLL made the decision to enter the branded staples business with salt and atta by assessing the branding potential of these commodities. And because of the few players dominate the salt market which is saturated with numerous local players.

5. Why is the Annapurna evolution necessary according to Vishal Dhawan?

- Annapurna needs to give reasons for the market to expand and that has happened. The number of re-launches is not too frequent in this market. Te life of a product is usually 18 months. Because the name has remained the same throughout, each launch has ad going back with the strongest, most relevant perspective. We have gained market share each time. Who knows what benefits may be ahead with salt?

6. What would the nature of the "differentiator" for Dr. Amitava Pramanik?

- Pramanik said that I remember reading an article by the Central salt and Marine chemicals research institute that mentioned the stability of iodine in salt is poor and can be lost in storage. That article in late 1992 was followed by a variety of publications that claimed that up to 70% of iodine can be lost during Indian cooking. This publicity gave us the idea we could differentiate Annapurna on the iodize salt platform – a recognized deficiency in other branded salts.

7. What is the effect of advertising for the marketing strategy for Annapurna with K15?

- In it's in advertising that their market grows bigger and bigger. The advertising for Annapurna salt, the focus was primarily iodine education. The consumer were first educated the importance of iodine, then they would become more inclined to buy or purchase salt on iodine.

8. What are the innovations of HLL with regards to transporting salt?

- HLL successfully executed a salt supply chain innovation, where they began to use rail that become an edge on their competitors. This system carries tons of tons of salt that increase the amount of the salt transported in one shipment. Also they made the salt buffer depot where salt is loaded to trucks for delivery to the wholesaler or retailer outlet.

9. What is Project Shakti and what are its goals?

- confectionaries and sweets, consumer health care, SANGAM (an e-tailing program for daily ordering and delivery), addressing the needs of top-end consumers, water and SHAKTI or the direct to consumer initiative targeted at individuals at the bottom of the pyramid in rural India.

10. How would you imagine SANGA, an "e-tailing program for daily ordering and delivery"? If you were its designer how would you describe it?

- E-commerce with PayPal and FedEx or other payment gateway and delivery system could best describe our most appropriate system for SANGA.

11. Project Shakti caters exclusively to men. There have been requests for men to become Shakti dealers but HLL turned them down. If you were the decision-maker, would you allow men to become Shakti dealers? Why?

- Yes, men dealers have this capability that women have, yet still women can be the best advertiser of the product. Men can, women can do it better than men. There are some men that are capable in dealing with other but not all of them that's why proper recruiting and screening could be best approach to select qualified men dealers.

12. What is i-Shakti? As an IM student how can you improve i-Shakti?

-to target bottom of the pyramid market as an IM students it is better to use our marketing skills and managements skill because of the fact that bottom of the pyramid people belongs to class C and D. this class doesn't have their own fund to buy high end technologies.

13. HLL's would-be competitors decided to have a watch-and-wait policy. If you were a would-be competitor for HLL would you decide to get into HLL's market? Why? How?

Yes, the opportunity is always there markets are market where ever they are there is money in them.

14. Should HLL keep their K15 technology proprietary? Why?

Yes, this would be a great step for them. This would really increase their profits and it will be beneficial for them.

15. Do you think a program like Project Shakti would succeed in the Philippines? What do you think would be some of the anticipated difficulties?

Here in the Philippines, it is hard to persuade Filipino. They have these connotations that when a person entered there house selling a product it is hard for them to buy it. They don't believe that fast. It is hard for Shakti to get high profit here in the Philippines but yet there are many possible markets here.

*Reference: The Annapurna Salt Story: Public health and private Enterprise Handouts
Section II Known Problems and Known Solutions: what is the Missing Link?*

WHO IS BARACK OBAMA?

Barack Obama was born in Hawaii on August 4th, 1961. His father, Barack Obama Sr., was born and raised in a small village in Kenya, where he grew up herding goats with his own father, who was a domestic servant to the British.

Barack's mother, Ann Dunham, grew up in small-town Kansas. Her father worked on oil rigs during the Depression, and then signed up for World War II after Pearl Harbor, where he marched across Europe in Patton's army. Her mother went to work on a bomber assembly line, and after the war, they studied on the G.I. Bill, bought a house through the Federal Housing Program, and moved west to Hawaii.

It was there, at the University of Hawaii, where Barack's parents met. His mother was a student there, and his father had won a scholarship that allowed him to leave Kenya and pursue his dreams in America.

Barack's father eventually returned to Kenya, and Barack grew up with his mother in Hawaii, and for a few years in Indonesia. Later, he moved to New York, where he graduated from Columbia University in 1983.

Remembering the values of empathy and service that his mother taught him, Barack put law school and corporate life on hold after college and moved to Chicago in 1985, where he became a community organizer with a church-based group seeking to improve living conditions in poor neighborhoods plagued with crime and high unemployment.

The group had some success, but Barack had come to realize that in order to truly improve the lives of people in that community and other communities, it would take not just a change at the local level, but a change in our laws and in our politics.

He went on to earn his law degree from Harvard in 1991, where he became the first African-American president of the Harvard Law Review. Soon after, he returned to Chicago to practice as a civil rights lawyer and teach constitutional law. Finally, his advocacy work led him to run for the Illinois State Senate, where he served for eight years. In 2004, he became the third African American since Reconstruction to be elected to the U.S. Senate.

It has been the rich and varied experiences of Barack Obama's life - growing up in different places with people who had differing ideas - that have animated his political journey. Amid the partisanship and bickering of today's public debate, he still believes in the ability to unite people around a politics of purpose - a politics that puts solving the challenges of everyday Americans ahead of partisan calculation and political gain.

In the Illinois State Senate, this meant working with both Democrats and Republicans to help working families get ahead by creating programs like the state Earned Income Tax Credit, which in three years provided over \$100 million in tax cuts to families across the state. He also pushed through an expansion of early childhood education, and after a number of inmates on death row were found innocent, Senator Obama worked with law enforcement officials to require the videotaping of interrogations and confessions in all capital cases. In the U.S. Senate, he has focused on tackling the challenges of a globalized, 21st century world with fresh thinking **48** | Page

and a politics that no longer settles for the lowest common denominator. His first law was passed with Republican Tom Coburn, a measure to rebuild trust in government by allowing every American to go online and see how and where every dime of their tax dollars is spent. He has also been the lead voice in championing ethics reform that would root out Jack Abramoff-style corruption in Congress. As a member of the Veterans' Affairs Committee, Senator Obama has fought to help Illinois veterans get the disability pay they were promised, while working to prepare the VA for the return of the thousands of veterans who will need care after Iraq and Afghanistan. Recognizing the terrorist threat posed by weapons of mass destruction, he traveled to Russia with Republican Dick Lugar to begin a new generation of non-proliferation efforts designed to find and secure deadly weapons around the world. And knowing the threat we face to our economy and our security from America's addiction to oil, he's working to bring auto companies, unions, farmers, businesses and politicians of both parties together to promote the greater use of alternative fuels and higher fuel standards in our cars.

Whether it's the poverty exposed by Katrina, the genocide in Darfur, or the role of faith in our politics, Barack Obama continues to speak out on the issues that will define America in the 21st century. But above all his accomplishments and experiences, he is most proud and grateful for his family. His wife, Michelle, and his two daughters, Malia, 9, and Sasha, 6, live on Chicago's South Side where they attend Trinity United Church of Christ.

1. TRANSCRIPT OF BARACK OBAMA'S SPEECH IN PHILADELPHIA ABOUT RACE

"We the people, in order to form a more perfect union."

Two hundred and twenty one years ago, in a hall that still stands across the street, a group of men gathered and, with these simple words, launched America's improbable experiment in democracy. Farmers and scholars; statesmen and patriots who had traveled across an ocean to escape tyranny and persecution finally made real their declaration of independence at a Philadelphia convention that lasted through the spring of 1787.

The document they produced was eventually signed but ultimately unfinished. It was stained by this nation's original sin of slavery, a question that divided the colonies and brought the convention to a stalemate until the founders chose to allow the slave trade to continue for at least twenty more years, and to leave any final resolution to future generations.

Of course, the answer to the slavery question was already embedded within our Constitution – a Constitution that had at its very core the ideal of equal citizenship under the law; a Constitution that promised its people liberty, and justice, and a union that could be and should be perfected over time.

And yet words on a parchment would not be enough to deliver slaves from bondage, or provide men and women of every color and creed their full rights and obligations as citizens of the United States. What would be needed were Americans in successive generations who were willing to do their part – through protests and struggle, on the streets and in the courts, through a civil war and civil disobedience and always at great risk - to narrow that gap between the promise of our ideals and the reality of their time. **49** | Page

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This was one of the tasks we set forth at the beginning of this campaign – to continue the long march of those who came before us, a march for a more just, more equal, more free, more caring and more prosperous America. I chose to run for the presidency at this moment in history because I believe deeply that we cannot solve the challenges of our time unless we solve them together – unless we perfect our union by understanding that we may have different stories, but we hold common hopes; that we may not look the same and we may not have come from the same place, but we all want to move in the same direction – towards a better future for of children and our grandchildren.

This belief comes from my unyielding faith in the decency and generosity of the American people. But it also comes from my own American story.

I am the son of a black man from Kenya and a white woman from Kansas. I was raised with the help of a white grandfather who survived a Depression to serve in Patton's Army during World War II and a white grandmother who worked on a bomber assembly line at Fort Leavenworth while he was overseas. I've gone to some of the best schools in America and lived in one of the world's poorest nations. I am married to a black American who carries within her the blood of slaves and slaveowners – an inheritance we pass on to our two precious daughters. I have brothers, sisters, nieces, nephews, uncles and cousins, of every race and every hue, scattered across three continents, and for as long as I live, I will never forget that in no other country on Earth is my story even possible.

It's a story that hasn't made me the most conventional candidate. But it is a story that has seared into my genetic makeup the idea that this nation is more than the sum of its parts – that out of many, we are truly one.

Throughout the first year of this campaign, against all predictions to the contrary, we saw how hungry the American people were for this message of unity. Despite the temptation to view my candidacy through a purely racial lens, we won commanding victories in states with some of the whitest populations in the country. In South Carolina, where the Confederate Flag still flies, we built a powerful coalition of African Americans and white Americans.

This is not to say that race has not been an issue in the campaign. At various stages in the campaign, some commentators have deemed me either "too black" or "not black enough." We saw racial tensions bubble to the surface during the week before the South Carolina primary. The press has scoured every exit poll for the latest evidence of racial polarization, not just in terms of white and black, but black and brown as well.

And yet, it has only been in the last couple of weeks that the discussion of race in this campaign has taken a particularly divisive turn.

On one end of the spectrum, we've heard the implication that my candidacy is somehow an exercise in affirmative action; that it's based solely on the desire of wide-eyed liberals to purchase racial reconciliation on the cheap. On the other end, we've heard my former pastor, Reverend Jeremiah Wright, use incendiary language to express views that have the potential not only to widen the racial divide, but views that denigrate both the greatness and the goodness of our nation; that rightly offend white and black alike. I have already condemned, in unequivocal terms, the statements of Reverend Wright that have caused such controversy. For some, nagging questions remain. Did I know him to be an occasionally fierce critic of American **50** | Page

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domestic and foreign policy? Of course. Did I ever hear him make remarks that could be considered controversial while I sat in church? Yes. Did I strongly disagree with many of his political views? Absolutely – just as I'm sure many of you have heard remarks from your pastors, priests, or rabbis with which you strongly disagreed. But the remarks that have caused this recent firestorm weren't simply controversial. They weren't simply a religious leader's effort to speak out against perceived injustice. Instead, they expressed a profoundly distorted view of this country – a view that sees white racism as endemic, and that elevates what is wrong with America above all that we know is right with America; a view that sees the conflicts in the Middle East as rooted primarily in the actions of stalwart allies like Israel, instead of emanating from the perverse and hateful ideologies of radical Islam.

As such, Reverend Wright's comments were not only wrong but divisive, divisive at a time when we need unity; racially charged at a time when we need to come together to solve a set of monumental problems – two wars, a terrorist threat, a falling economy, a chronic health care crisis and potentially devastating climate change; problems that are neither black or white or Latino or Asian, but rather problems that confront us all.

Given my background, my politics, and my professed values and ideals, there will no doubt be those for whom my statements of condemnation are not enough. Why associate myself with Reverend Wright in the first place, they may ask? Why not join another church? And I confess that if all that I knew of Reverend Wright were the snippets of those sermons that have run in an endless loop on the television and You Tube, or if Trinity United Church of Christ conformed to the caricatures being peddled by some commentators, there is no doubt that I would react in much the same way

But the truth is, that isn't all that I know of the man. The man I met more than twenty years ago is a man who helped introduce me to my Christian faith, a man who spoke to me about our obligations to love one another; to care for the sick and lift up the poor. He is a man who served his country as a U.S. Marine; who has studied and lectured at some of the finest universities and seminaries in the country, and who for over thirty years led a church that serves the community by doing God's work here on Earth – by housing the homeless, ministering to the needy, providing day care services and scholarships and prison ministries, and reaching out to those suffering from HIV/AIDS.

In my first book, *Dreams From My Father*, I described the experience of my first service at Trinity:

"People began to shout, to rise from their seats and clap and cry out, a forceful wind carrying the reverend's voice up into the rafters....And in that single note – hope! – I heard something else; at the foot of that cross, inside the thousands of churches across the city, I imagined the stories of ordinary black people merging with the stories of David and Goliath, Moses and Pharaoh, the Christians in the lion's den, Ezekiel's field of dry bones. Those stories – of survival, and freedom, and hope – became our story, my story; the blood that had spilled was our blood, the tears our tears; until this black church, on this bright day, seemed once more a vessel carrying the story of a people into future generations and into a larger world. Our trials and triumphs became at once unique and universal, black and more than black; in chronicling our journey, the stories and songs gave us a means to reclaim memories that we didn't need to feel shame about...memories that all people might study and cherish – and with which we could start to rebuild." **51** | Page

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hat has been my experience at Trinity. Like other predominantly black churches across the country, Trinity embodies the black community in its entirety – the doctor and the welfare mom, the model student and the former gang-banger. Like other black churches, Trinity's services are full of raucous laughter and sometimes bawdy humor. They are full of dancing, clapping, screaming and shouting that may seem jarring to the untrained ear. The church contains in full the kindness and cruelty, the fierce intelligence and the shocking ignorance, the struggles and successes, the love and yes, the bitterness and bias that make up the black experience in America.

And this helps explain, perhaps, my relationship with Reverend Wright. As imperfect as he may be, he has been like family to me. He strengthened my faith, officiated my wedding, and baptized my children. Not once in my conversations with him have I heard him talk about any ethnic group in derogatory terms, or treat whites with whom he interacted with anything but courtesy and respect. He contains within him the contradictions – the good and the bad – of the community that he has served diligently for so many years.

I can no more disown him than I can disown the black community. I can no more disown him than I can my white grandmother – a woman who helped raise me, a woman who sacrificed again and again for me, a woman who loves me as much as she loves anything in this world, but a woman who once confessed her fear of black men who passed by her on the street, and who on more than one occasion has uttered racial or ethnic stereotypes that made me cringe.

These people are a part of me. And they are a part of America, this country that I love.

Some will see this as an attempt to justify or excuse comments that are simply inexcusable. I can assure you it is not. I suppose the politically safe thing would be to move on from this episode and just hope that it fades into the woodwork. We can dismiss Reverend Wright as a crank or a demagogue, just as some have dismissed Geraldine Ferraro, in the aftermath of her recent statements, as harboring some deep-seated racial bias.

But race is an issue that I believe this nation cannot afford to ignore right now. We would be making the same mistake that Reverend Wright made in his offending sermons about America – to simplify and stereotype and amplify the negative to the point that it distorts reality.

The fact is that the comments that have been made and the issues that have surfaced over the last few weeks reflect the complexities of race in this country that we've never really worked through – a part of our union that we have yet to perfect. And if we walk away now, if we simply retreat into our respective corners, we will never be able to come together and solve challenges like health care, or education, or the need to find good jobs for every American.

Understanding this reality requires a reminder of how we arrived at this point. As William Faulkner once wrote, "The past isn't dead and buried. In fact, it isn't even past." We do not need to recite here the history of racial injustice in this country. But we do need to remind ourselves that so many of the disparities that exist in the African-American community today can be directly traced to inequalities passed on from an earlier generation that suffered under the brutal legacy of slavery and Jim Crow. **52** | P a g e

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Segregated schools were, and are, inferior schools; we still haven't fixed them, fifty years after *Brown v. Board of Education*, and the inferior education they provided, then and now, helps explain the pervasive achievement gap between today's black and white students.

Legalized discrimination - where blacks were prevented, often through violence, from owning property, or loans were not granted to African-American business owners, or black homeowners could not access FHA mortgages, or blacks were excluded from unions, or the police force, or fire departments - meant that black families could not amass any meaningful wealth to bequeath to future generations. That history helps explain the wealth and income gap between black and white, and the concentrated pockets of poverty that persists in so many of today's urban and rural communities.

A lack of economic opportunity among black men, and the shame and frustration that came from not being able to provide for one's family, contributed to the erosion of black families - a problem that welfare policies for many years may have worsened. And the lack of basic services in so many urban black neighborhoods - parks for kids to play in, police walking the beat, regular garbage pick-up and building code enforcement - all helped create a cycle of violence, blight and neglect that continue to haunt us.

This is the reality in which Reverend Wright and other African-Americans of his generation grew up. They came of age in the late fifties and early sixties, a time when segregation was still the law of the land and opportunity was systematically constricted. What's remarkable is not how many failed in the face of discrimination, but rather how many men and women overcame the odds; how many were able to make a way out of no way for those like me who would come after them.

But for all those who scratched and clawed their way to get a piece of the American Dream, there were many who didn't make it - those who were ultimately defeated, in one way or another, by discrimination. That legacy of defeat was passed on to future generations - those young men and increasingly young women who we see standing on street corners or languishing in our prisons, without hope or prospects for the future. Even for those blacks who did make it, questions of race, and racism, continue to define their worldview in fundamental ways. For the men and women of Reverend Wright's generation, the memories of humiliation and doubt and fear have not gone away; nor has the anger and the bitterness of those years. That anger may not get expressed in public, in front of white co-workers or white friends. But it does find voice in the barbershop or around the kitchen table. At times, that anger is exploited by politicians, to gin up votes along racial lines, or to make up for a politician's own failings.

And occasionally it finds voice in the church on Sunday morning, in the pulpit and in the pews. The fact that so many people are surprised to hear that anger in some of Reverend Wright's sermons simply reminds us of the old truism that the most segregated hour in American life occurs on Sunday morning. That anger is not always productive; indeed, all too often it distracts attention from solving real problems; it keeps us from squarely facing our own complicity in our condition, and prevents the African-American community from forging the alliances it needs to bring about real change. But the anger is real; it is powerful; and to simply wish it away, to condemn it without understanding its roots, only serves to widen the chasm of misunderstanding that exists between the races. **53** | Page

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In fact, a similar anger exists within segments of the white community. Most working- and middle-class white Americans don't feel that they have been particularly privileged by their race. Their experience is the immigrant experience – as far as they're concerned, no one's handed them anything, they've built it from scratch. They've worked hard all their lives, many times only to see their jobs shipped overseas or their pension dumped after a lifetime of labor. They are anxious about their futures, and feel their dreams slipping away; in an era of stagnant wages and global competition, opportunity comes to be seen as a zero sum game, in which your dreams come at my expense. So when they are told to bus their children to a school across town; when they hear that an African American is getting an advantage in landing a good job or a spot in a good college because of an injustice that they themselves never committed; when they're told that their fears about crime in urban neighborhoods are somehow prejudiced, resentment builds over time. Like the anger within the black community, these resentments aren't always expressed in polite company. But they have helped shape the political landscape for at least a generation. Anger over welfare and affirmative action helped forge the Reagan Coalition. Politicians routinely exploited fears of crime for their own electoral ends. Talk show hosts and conservative commentators built entire careers unmasking bogus claims of racism while dismissing legitimate discussions of racial injustice and inequality as mere political correctness or reverse racism. Just as black anger often proved counterproductive, so have these white resentments distracted attention from the real culprits of the middle class squeeze – a corporate culture rife with inside dealing, questionable accounting practices, and short-term greed; a Washington dominated by lobbyists and special interests; economic policies that favor the few over the many. And yet, to wish away the resentments of white Americans, to label them as misguided or even racist, without recognizing they are grounded in legitimate concerns – this too widens the racial divide, and blocks the path to understanding.

This is where we are right now. It's a racial stalemate we've been stuck in for years. Contrary to the claims of some of my critics, black and white, I have never been so naïve as to believe that we can get beyond our racial divisions in a single election cycle, or with a single candidacy – particularly a candidacy as imperfect as my own.

But I have asserted a firm conviction – a conviction rooted in my faith in God and my faith in the American people – that working together we can move beyond some of our old racial wounds, and that in fact we have no choice is we are to continue on the path of a more perfect union.

For the African-American community, that path means embracing the burdens of our past without becoming victims of our past. It means continuing to insist on a full measure of justice in every aspect of American life. But it also means binding our particular grievances – for better health care, and better schools, and better jobs - to the larger aspirations of all Americans -- the white woman struggling to break the glass ceiling, the white man whose been laid off, the immigrant trying to feed his family. And it means taking full responsibility for own lives – by demanding more from our fathers, and spending more time with our children, and reading to them, and teaching them that while they may face challenges and discrimination in their own lives, they must never succumb to despair or cynicism; they must always believe that they can write their own destiny.

Ironically, this quintessentially American – and yes, conservative – notion of self-help found frequent expression in Reverend Wright's sermons. But what my former pastor too often failed **54** | Page

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to understand is that embarking on a program of self-help also requires a belief that society can change.

The profound mistake of Reverend Wright's sermons is not that he spoke about racism in our society. It's that he spoke as if our society was static; as if no progress has been made; as if this country – a country that has made it possible for one of his own members to run for the highest office in the land and build a coalition of white and black; Latino and Asian, rich and poor, young and old -- is still irrevocably bound to a tragic past. But what we know -- what we have seen – is that America can change. That is true genius of this nation. What we have already achieved gives us hope – the audacity to hope – for what we can and must achieve tomorrow.

In the white community, the path to a more perfect union means acknowledging that what ails the African-American community does not just exist in the minds of black people; that the legacy of discrimination - and current incidents of discrimination, while less overt than in the past - are real and must be addressed. Not just with words, but with deeds – by investing in our schools and our communities; by enforcing our civil rights laws and ensuring fairness in our criminal justice system; by providing this generation with ladders of opportunity that were unavailable for previous generations. It requires all Americans to realize that your dreams do not have to come at the expense of my dreams; that investing in the health, welfare, and education of black and brown and white children will ultimately help all of America prosper.

In the end, then, what is called for is nothing more, and nothing less, than what all the world's great religions demand – that we do unto others as we would have them do unto us. Let us be our brother's keeper, Scripture tells us. Let us be our sister's keeper. Let us find that common stake we all have in one another, and let our politics reflect that spirit as well.

For we have a choice in this country. We can accept a politics that breeds division, and conflict, and cynicism. We can tackle race only as spectacle – as we did in the OJ trial – or in the wake of tragedy, as we did in the aftermath of Katrina - or as fodder for the nightly news. We can play Reverend Wright's sermons on every channel, every day and talk about them from now until the election, and make the only question in this campaign whether or not the American people think that I somehow believe or sympathize with his most offensive words. We can pounce on some gaffe by a Hillary supporter as evidence that she's playing the race card, or we can speculate on whether white men will all flock to John McCain in the general election regardless of his policies.

We can do that.

But if we do, I can tell you that in the next election, we'll be talking about some other distraction. And then another one. And then another one. And nothing will change.

That is one option. Or, at this moment, in this election, we can come together and say, "Not this time." This time we want to talk about the crumbling schools that are stealing the future of black children and white children and Asian children and Hispanic children and Native American children. This time we want to reject the cynicism that tells us that these kids can't learn; that those kids who don't look like us are somebody else's problem. The children of America are not those kids, they are our kids, and we will not let them fall behind in a 21st century economy. Not this time. **55** | Page

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This time we want to talk about how the lines in the Emergency Room are filled with whites and blacks and Hispanics who do not have health care; who don't have the power on their own to overcome the special interests in Washington, but who can take them on if we do it together.

This time we want to talk about the shuttered mills that once provided a decent life for men and women of every race, and the homes for sale that once belonged to Americans from every religion, every region, every walk of life. This time we want to talk about the fact that the real problem is not that someone who doesn't look like you might take your job; it's that the corporation you work for will ship it overseas for nothing more than a profit.

This time we want to talk about the men and women of every color and creed who serve together, and fight together, and bleed together under the same proud flag. We want to talk about how to bring them home from a war that never should've been authorized and never should've been waged, and we want to talk about how we'll show our patriotism by caring for them, and their families, and giving them the benefits they have earned.

I would not be running for President if I didn't believe with all my heart that this is what the vast majority of Americans want for this country. This union may never be perfect, but generation after generation has shown that it can always be perfected. And today, whenever I find myself feeling doubtful or cynical about this possibility, what gives me the most hope is the next generation – the young people whose attitudes and beliefs and openness to change have already made history in this election.

There is one story in particular that I'd like to leave you with today – a story I told when I had the great honor of speaking on Dr. King's birthday at his home church, Ebenezer Baptist, in Atlanta.

There is a young, twenty-three year old white woman named Ashley Baia who organized for our campaign in Florence, South Carolina. She had been working to organize a mostly African-American community since the beginning of this campaign, and one day she was at a roundtable discussion where everyone went around telling their story and why they were there.

And Ashley said that when she was nine years old, her mother got cancer. And because she had to miss days of work, she was let go and lost her health care. They had to file for bankruptcy, and that's when Ashley decided that she had to do something to help her mom. She knew that food was one of their most expensive costs, and so Ashley convinced her mother that what she really liked and really wanted to eat more than anything else was mustard and relish sandwiches. Because that was the cheapest way to eat.

She did this for a year until her mom got better, and she told everyone at the roundtable that the reason she joined our campaign was so that she could help the millions of other children in the country who want and need to help their parents too.

Now Ashley might have made a different choice. Perhaps somebody told her along the way that the source of her mother's problems were blacks who were on welfare and too lazy to work, or Hispanics who were coming into the country illegally. But she didn't. She sought out allies in her fight against injustice. **56** | Page

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Anyway, Ashley finishes her story and then goes around the room and asks everyone else why they're supporting the campaign. They all have different stories and reasons. Many bring up a specific issue. And finally they come to this elderly black man who's been sitting there quietly the entire time. And Ashley asks him why he's there. And he does not bring up a specific issue. He does not say health care or the economy. He does not say education or the war. He does not say that he was there because of Barack Obama. He simply says to everyone in the room, "I am here because of Ashley." "I'm here because of Ashley." By itself, that single moment of recognition between that young white girl and that old black man is not enough. It is not enough to give health care to the sick, or jobs to the jobless, or education to our children. But it is where we start. It is where our union grows stronger. And as so many generations have come to realize over the course of the two-hundred and twenty one years since a band of patriots signed that document in Philadelphia, that is where the perfection begins.

2. WHY CAN'T OBAMA DISOWN HIS PASTOR JEREMIAH WRIGHT?

Reverend Jeremiah Wright is a fiery and influential churchman who used to lead the Trinity United Church of Christ in Chicago, where Obama and his family worship. The Rev. Wright performed the senator's wedding and the baptism of both of his children. He served as a spiritual adviser to the Obama campaign. Obama has called Wright his friend and mentor. Wright inspired the title of Obama's book, "The Audacity of Hope." Obama said he joined the church because he was impressed by the pastor's dedication to building the black community and his message of hope. Obama has distanced himself from the comments but not from the clergyman. He gave a moving speech this week, trying to explain why. "As imperfect as he may be, he has been like family to me," Obama said. "He contains within him the contradictions - the good and the bad - of the community that he has served diligently for so many years. I can no more disown him than I can disown the black community." (www.cnn.com)

3. HOW DID SINGAPORE COME TO EXISTENCE, DO YOU AGREE WITH MALAYSIAN'S DECISION?

The Malaysian Prime Minister Tunku Abdul Rahman decided to expel Singapore from the federation. The Parliament of Malaysia voted 126-0 in favour of the expulsion on August 9, 1965. On that day, a tearful Lee Kuan Yew announced on a televised press conference that Singapore was a sovereign, independent nation. In a widely remembered quote, he uttered that: "For me, it is a moment of anguish. All my life, my whole adult life, I have believed in merger and unity of the two territories." The new state became the Republic of Singapore. Yes, I agree with Malaysian's decision because it will avoid further bloodshed. No more hardship for the people, no more injured people, and no more restrictions when trading with the rest of Malaysia. (www.wikipedia.com/singapore)

1. What is ICICI Bank's innovation?

ICICI bank's innovation is to convert the poor people into customers and at the same time empowering them.

2. What is special about RBI's pilot project with NABARD in 1991?

It is established by linking a self help group to the micro financing on banks in rural areas.

3. According to Mahajan, why are the transaction costs of savings in formal institutions as high as 10% for the rural poor?

"This was because of the small average size transaction and distance of the branches from the villages"

4. What are some of the problems of MFIs in India?

"Most of the problems with MFIs are due to the fact that their primary focus has been on access to credit. With such small loan (and thus meager interest payments) the key to sustainability becomes scale"

5. What are the two innovative BOP models of the ICICI?

- *"Direct access, bank0led model"*
- *Indirect channels partnership model"*

6. What is the connection between Grameen Bank and Bank of Madura?

From the start, Bank of Madura is having trouble increasing profitability because there were many issues in the poor society that prevented it to become profitable. Then the executive of Bank of Madura started using Grameen Bank because it was a success in Bangladesh.

7. Describe ICICI's three-tier system. Discuss why it is three-tiered.

It is a hierarchal based system wherein the project manager is on top. Followed by the Coordinator, and lastly, by the promoter. The project managers are those in charge of the bank. The coordinators are SGH people that coordinate and serve as a bridge between the other two tiers. And lastly the promoters are those who are doing field work.

8. What are the 3 essential steps in the SHG process? Comment on why each step is necessary.

- *"Learn to save"*
- *Learn to lend what you have saved"*

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- *Learn to borrow responsibly.*

In order to make the money circulate you must first have to own your own money, and then from that point onwards, it is a matter of give and take.

9. Discuss the NABARD checklist for SHG's. Comment on why each item on the checklist is necessary.

- *“Is the group size between 15 and 20 members?”*
 - It needs to be 15-20 in numbers so that they can easily pay any debt they made.
- *“Are all members considered very poor?”*
 - They have to consider the status of every member to somehow make generalization on whether they can pay up or not.
- *“Was there a fixed amount of savings collected each month?”*
 - There should be a fixed amount of savings collected each month so that things will be coordinated and not in a one lump sum of money giving.
- *“Is there more than 20% literacy?”*
 - There should be someone in the group who knows how to read/write. He/she will be the one coordinating with the bigger group.
- *“Have they used their savings for internal lending purposes?”*
 - The ICICI bank should know where the money is going.
- *“Have the members kept a high level of attendance?”*
 - All members should be active.

10. What is the impact of microlending in a household according to a NABARD study?

“The NABARD research concluded that SHG participation had significant impact on various aspects of confidence, communication, and decision making. One of the most important objectives for the SHG program is to improve the assertiveness of the SHG members, which NABARD measured in a survey published in their series on microfinance.”

11. Discuss the possible implementation of a smart-card based payment system? Would it work? Why?

Because of the implementation of microfinance and the emerging other technologies such as smart cards, it is possible now to implement the smart-card payment based system. But I don't know if it'd work. If majority of people in India don't know how to read, they won't be able to these kiosk system properly.

12. Discuss the quote: "Banking with the poor has undergone a paradigm shift. It is no longer viewed as a mere social obligation. It is financially viable as well". Do you think this quote can be applied in the Philippines? Discuss.

No. if we're talking about the poor people here in the Philippines, this won't be applicable. Poor people here don't invest their money at a bank. They live in an environment wherein what they earn today will be lost today as well.

1. What is the innovation of the e-Choupal?

e-Choupals provides the use of internet to connect different farmers with large firms. It also provides information regarding the current agricultural research, and the global market.

2. Discuss the paradox of Indian Agriculture?

Agriculture contributes 23% of India's GDP, and it employs 66% of their workforce.

3. Why is soya an important innovation in the Indian oilseed complex?

"40% of the increased output was attributable to the introduction of new crops (soya and sunflower). Soya therefore represents an important innovation in the Indian oilseed complex that is resulting in better utilization of scarce resources and greater cropping intensity."

4. Describe the marketing processes before the introduction of e-Choupal.

"there are three commercial channels for the products: manis, traders, or eventual resale to crushers, and producer-run cooperative societies for crushing in cooperative mills. The farmers traditionally keep a small amount for their personal consumption and get the produce processed in a small-scale job-shop crushing-plant called ghanti."

5. Why is the mandi not an optimal procurement channel?

For every process in the mandi operations, there are always sources of inefficiency.

6. What were the advantages of ITC's competitors? How did ITC address them?

"When ITC entered the industry, produce was brought and crushed by small crushers who were also traders. ITC began with buying and exporting DOC in product dynamics. ITC then began renting processing plant time and buying soya from mandis. ITC's procurement has grown rapidly since, and its initiative has seen the introduction of professional practices, transparency, and formal contractual relationships between agents and buyers."

7. How did ITC "re-engineer as opposed to reconstruct"?

When the current ITC system failed, they did not just reconstruct it, they re-engineer it. ITC get all the good things about the failed system and dispose those that made it wrong.

8. How did ITC "address the whole, not just a part"?

"The farmer's universe consists of many activities, ranging from procuring inputs to selling produce. Today the village trader services the spectrum of the farmer's needs. He is a centralized provider of cash, seeds, fertilizers, pesticides, and marketing."

9. Was it wise for ITC to install an IT-driven solution where most people would not?

There must be a reason for them to install IT-driven solution where most people wouldn't.

10. Why does the ITC insist that the sanchalaks NOT give up farming?

"ITC insists that at no time should the sanchalaks give up farming, for this would compromise the trust the sanchalak commands. The fact that the sanchalak works on commission could undermine hi credibility."

11. Why did the samyojaks introduce the ITC to the sanchalaks?

It will give them a good feedback, thus it will help their image look positive. Also, they will earn revenue in helping sanchalaks.

12. Describe the new ITC value chain. How different is it from the former value chain?

The chain is lessened by one. From 6 processes, it is now only 5. There are also no sources of inefficiency indicated.

13. What is the social impact of the e-Choupals?

The introduction of e-Choupals in the society made them improve in agriculture, have a better way of living, and have a brighter future.

14. Describe Wave 6 of the e-Choupal. Do you think it is feasible?

The first wave tells about acquiring the right crops. The 2nd wave talks about the safeguarding of identity inside the chain. The third talks about traceability. The fourth deals with creating institutions. The fifth talks about marketing strategy and distribution strategy. And the last talks about the other services. Yes it is feasible. It is taken step by step from the identification of crops to the additional services it can offer.

15. Can something similar to an e-Choupal be implemented in the Philippines?

Yes. Chain management and procurement system is very popular here in the Philippines.

1. What is the innovation of Voxiva?

To provide web based solutions in developing countries by the usage of telephones. In this phone, there are buttons that will automatically connect the user to health authorities.

2. What are the 3 ingredients of an effective system of disease surveillance and response?

- *“Real-time collection of critical information from a distributed network of people.*
- *Rapid analysis of data to drive decision-making and allocation of resources.*
- *Communication back to the field to coordinate response.”*

3. According to Meyer, what are his findings regarding ICT projects?

- *“Most projects were deployed on a pilot basis and were fundamentally not scalable. Making a system work in one village in India is very different from making it work 600,000 villages in India.*
- *Projects were overwhelmingly focused on connectivity and devices*
- *There was too much focus on the internet and computer as a solution, particularly given the challenges of electricity, hardware and maintenance costs, training, and literacy.”*

4. What is Meyer's observations regarding the use of telephones worldwide?

People do not realize that the uses of telephones are important and less costly in providing communication.

5. What was the problem that Voxiva was originally designed to solve?

Originally, Voxiva is created to make practical technology solutions of the problems in third world countries without seeking the help of online technology/ the use of internet.

6. What are Alerta Pilot's benefits?

- *“It is intuitive to use and accessible*
- *It allows for quicker, better informed decision making*
- *It fosters better data quality*
- *It allows for rapid feedback of information to the field*
- *It reduces the paperwork burden*
- *It promotes transparency and accountability*
- *It is cost-effective relative to the current system and other IT rollouts”*

7. How can Voxiva help eradicate diseases?

Voxiva will serve as a disease surveillance system. With the help of Voxiva, many diseases are discovered earlier than usual.

8. How can Voxiva be used for bioterrorism preparedness?

It was used in the US to determine blood shortages caused by anthrax and other bioterrorism. According to the text, 40% of the residents do not use internet. That's why Voxiva was helpful and used only telephones to communicate.

9. What are some of the lessons learned in Voxiva's deployment in other countries?

- *"Foster two-way information flows.*
- *Leverage existing infrastructure.s*
- *Avoid stovepipes.*
- *Software is not a system.*
- *Technology alone will fail. "*

10. What are some of Voxiva's challenges?

Some of Voxiva's challenges are as follows: to implement a system that could collect data from a widely dispersed population all around the world. to make sure that their quality isn't affected by the new businesses they offers. to focus on opportunities. to deal with financial issues. to develop business models. And to manage team and continuously improve.

11. What is Meyer's beliefs regarding diversity? What is its connection to innovation?

He believes that India is a market where the product will productively benefit. These people at the BOP will be target market because most of them do not use internet and can easily use phones to contact and communicate to health authorities.

12. Can this system be implemented in the Philippines? What target disease would you recommend?

Yes it can. Because it's summer, I'm thinking more of skin diseases such as boils and other irritations made by the hot whether.

1.) Describe Lawrence Lessig's method

Lessig's method is known for using a style of computer presentations typified by rapid display of short phrases or pictures.

2.) www.creativecommons.org

What is the purpose or services that offered in this website?

Creative Commons defines the spectrum of possibilities between full copyright — all rights reserved — and the public domain — no rights reserved. Our licenses help you keep your copyright while inviting certain uses of your work . Creative Commons provides free tools that let authors, scientists, artists, and educators easily mark their creative work with the freedoms they want it to carry.

3.)

Who is Bruce Scheier?

Bruce Scheier is an American cryptographer, computer security specialist, and writer. He is the author of several books on computer security and cryptography, and is the founder and chief technology officer of BT Counterpane, formerly Counterpane Internet Security, Inc.

4.) Crypto-Gram Newsletter

What is the debate topic that sums up post-9/11 politics?

It's security versus privacy. Which is more important? How much privacy are you willing to give up for security? Can we even afford privacy in this age of insecurity? Security versus privacy: It's the battle of the century, or at least its first decade.

5.) What is the reason why Ohio University fired their director and manager of Internet?

Because they exposed the personal information of 137,000 alumni. **75** | Page

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6.) What AES ?

In cryptography, the Advanced Encryption Standard (AES), also known as Rijndael, is a block cipher adopted as an encryption standard by the U.S. government. It has been analyzed extensively and is now used worldwide, as was the case with its predecessor,[3] the Data Encryption Standard (DES). AES was announced by National Institute of Standards and Technology (NIST) as U.S. FIPS PUB 197 (FIPS 197) on November 26, 2001 after a 5-year standardization process (see Advanced Encryption Standard process for more details). It became effective as a standard May 26, 2002. As of 2006, AES is one of the most popular algorithms used in symmetric key cryptography. It is available by choice in many different encryption packages.

7.) What is PGP?

Pretty Good Privacy is a computer program that provides cryptographic privacy and authentication. PGP is often used for signing, encrypting and decrypting e-mails to increase reliability for e-mail communications. It was originally created by Philip Zimmermann in 1991. PGP and other similar products follow the OpenPGP standard (RFC 4880) for encrypting and decrypting data.

8.) Who is Phil Zimmermann?

He was one of the first to make asymmetric, or public key, encryption software readily available to the general public. He released the source code to PGP, and shortly thereafter, it became available overseas via the Internet, though Zimmermann has said he had no part in its distribution outside the US. After a report from RSA Data Security, Inc., who were in a licensing dispute with regard to use of the RSA algorithm in PGP, the Customs Service started a criminal investigation of Zimmermann, for allegedly violating the Arms Export Control Act. The US Government has long regarded cryptographic software as a munition, and thus subject to arms trafficking export controls. At that time, the boundary between permitted ("low strength") cryptography and impermissible ("high strength") cryptography placed PGP well on the too-strong-to-export side (this boundary has since been relaxed). The investigation lasted three years, but was finally dropped without filing charges.

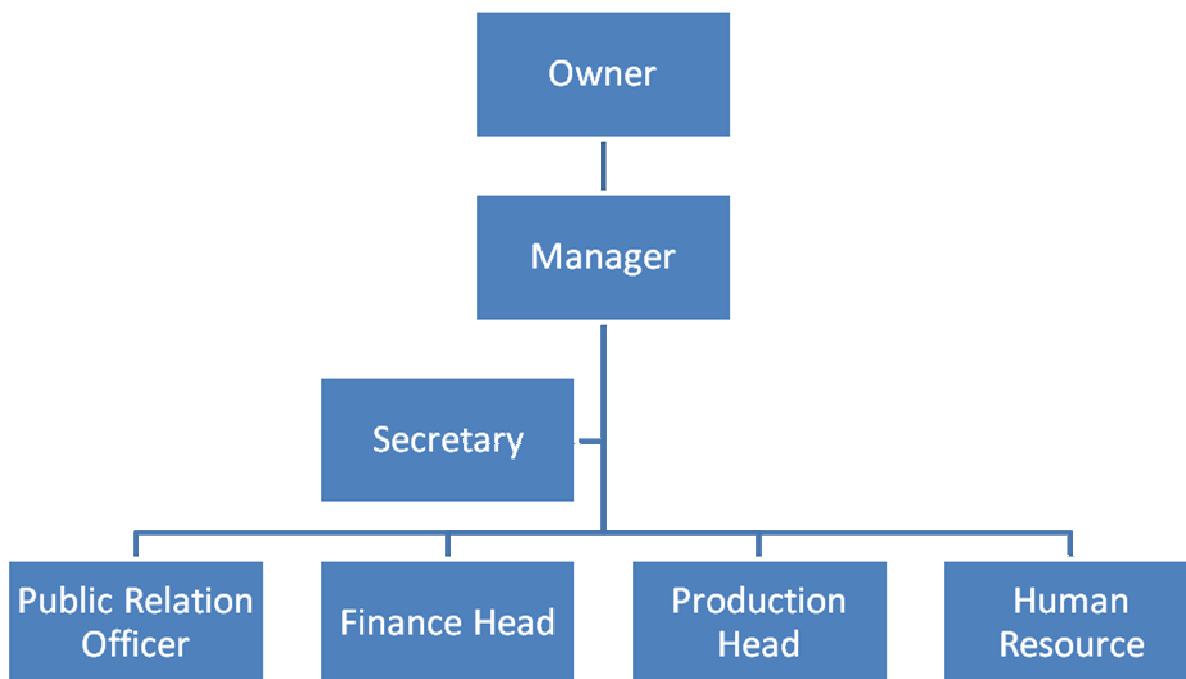
Company History

Nice Print Services started operating in 1994 Mrs. Lyn Lorenzo start in a small office inside their house in General Luna, Concepcion, Malabon and now move in Navotas. The company operates by simply coordinating with the supplier and the purchaser (client) as a middleman. More demand comes from the purchaser, in 1997 the company decided to import machine from the Germany to fully satisfied the needs of their clients. As a result, increase in the number of their Gross profit of Php 50,000 – Php 100,000 without machine per month to Php 1M – Php 1.5M with machine that really improves the company. Nice Print Services offers products with high quality of materials with the best-printed design. Catering almost 30 clients here in Manila like SM, Company B, American Boulevard, Colours etc. with their products.

Company Profile

Business Name:	Nice Print Services
Business Address:	#21 Rosas St. Merville Subdivision Tanza, Navotas Metro Manila
Business/ Product Line:	Printing jobs such as: <ul style="list-style-type: none"> • Tags • Labels • Paper Bags • Boxes • Posters • Calendars • Stickers • Brochures
Telephone/ Fax	281-9158 / 281-5519 / 283-5006
E-mail Address	lorenzolyn@yahoo.com
Number of Employees	30

Organization Structure



Products/Services

Tags
Labels
Paper bags
Stickers

Boxes
Posters
Calendar
Brochures

Clients Profile

Clients Name	Contact Person	Location
American Boulevard	Miss Emie	Quezon City
Sesame Blues Cheers	Miss Marlyn	Quezon City
Colours	Miss Sally	Manila
Company B Liberte	Mr. Obet	Manila
Crissa Hot Kiss Ego	Miss Baby	Pasig
Pink Soda Blue Soda Fern	Mr. Jessie	Caloocan
Ricoh Phils	Mr. Willy	Makati
Bobson	Mr. Charie	Quezon City
St. Jeans	Miss Mayleen	Manila
Tentay	Miss Lovy	Navotas
Book Mark	Miss Sol	Makati
GQ	Miss Gemma	Quezon City

Existing Business Process

The Customer will send their design to the Nice Print Services (NPS) then the NPS will check and make their price quotation and check if it is on budget. Purchase Order is made after the approved quotation. Nice Print will process the orders by paying a company to separate the colors of the design and another company in making the negative that will be used thru the machine. The Company will print it to the paper and send to Die Cut Company wherein the paper is cut according to its proper proportions. Packaging and Delivery takes place and payments are thru cash or postdated checks. Inventory of stocks and raw materials happen 3 times a year. Payroll of the employees is computed manually according to hours work.

Competitive Profile Matrix

Critical Success Factors	Weight	Nice Print		Pearl Island		Well Prints	
		Rate	Score	Rate	Score	Rate	Score
Technological Expertise	0.20	2	0.40	4	0.80	4	0.80
Distribution Network	0.15	3	0.45	2	0.30	3	0.45
Quality of Product	0.15	4	0.60	4	0.60	4	0.60
Pricing Strategy	0.15	3	0.45	3	0.45	3	0.45
Financial Position	0.15	3	0.45	4	0.60	4	0.60
Management Experience	0.10	2	0.20	4	0.40	4	0.40
Customer Service	0.10	3	0.30	3	0.30	3	0.30
TOTAL	1.00		2.85		3.45		3.60

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The Matrix shows the comparison between Nice Print Services, Pear Island and Well Prints. The groups benchmarked the top company that is also popular in Quezon, City. The table shows the different critical success factors, where the group can identify the competitive advantage of the company. It tells the weaknesses the factors that can be improve of Nice Print Services.

Critical success factors that includes Technological Expertise, Distribution Network, Quality of Product, Pricing Strategy, Financial Position, Management Experience, and Customer Services. In some points Nice Print Services is equal to the performance of the other companies. On the other hand, the financial position and management experience holds back the company. The group suggests that the company could acquire information system to gain more competitive advantage.

Identifying Strengths and Weaknesses

STRENGTHS

1. Human Resource is effective and efficient

Employee relationship with their supervisor is good. The supervisors do consulting if employee has needs every time. Most of the time communication is present especially when problem arises.

2. Good Quality of products

The company uses the best materials. Customer satisfaction should be one of the company's driving forces. In the production of its products, quality should be important. Good product quality will help the company in marketing its products through good customer reviews.

3. Financially stable (ability to purchase raw materials even in bulk of orders)

The company develops with proper management in terms of handling their finance.

4. Supplies to many customers

NPS supplies to different leading stores here in Manila like Company B, Bobson, American Boulevard, Blues Clues, Pink Soda and even the top retailing company here in the Philippines SM Department store is one of their clients.

5. Just-in-time production/delivery of products

NPS make sure that the orders are delivered on time. They'll make sure that products are delivered with high quality and sometimes delivered ahead of time. This make the clients admire and continue availing their products and services.

WEAKNESSES

1. Lack of Advertisement

Marketing is one of the ways a company attracts customers. Through advertising, whether print, radio or TV, a company makes itself known to the market. Without advertisements, it would be difficult for the company to attract more clients.

2. Warehouse is small

NPS has a small place wherein the production and stocks are in the same place. Acquiring more space for their products can help them minimize lost of stocks. Disorganize stock room and proper placing of machines and department must be look at thus it will eliminate time.

3. Manual Operations

All business process like payroll, inventory of stocks, monitoring of sales, financial statements etc are done manually. The company doesn't have any organize documents that will help them decide for the future purposes. Files are disordered and not stored in a place wherein it could be use as a reference. Documents are an important factor in a company's operations, without documents, internal and external communication would be difficult. Also, documents are important in keeping track of the activities of the company and provide evidence regarding the results of operations of the company.

4. Old equipments

NPS machines are old, sometimes when malfunctioning of the machine happens it affects the business process of the company.

5. Lack of Employees

When there is many orders lack of employees it is hard for them to find qualified employees.

ITETHICS

KEY INTERNAL FACTORS	FUNCTION	WEIGHT	RATING	WTD SCORE
STRENGTHS				
Human Resource is effective and efficient	Management	0.10	4	0.40
Good Quality of Products	R & D	0.15	4	0.60
Financially Stable	Financial	0.10	3	0.30
Supplies to many Customer	Marketing	0.10	3	0.30
Just in time production/delivery of products	Culture	0.05	3	0.15
WEAKNESS				
Lack of Advertisement	Marketing	0.10	2	0.20
Manual Operations	Management	0.10	2	0.20
Warehouse is small	Management	0.05	1	0.05
Old Equipments	Technology	0.10	1	0.10
Lack of Employees	Management	0.15	1	0.15
TOTAL		1.00		2.45

The Company having their strengths in terms of effectiveness in the internal functions of their Human Resource and the good quality of their products that is can be compared to top Printing services company is a edge of the NPS and its financial stability is their competitive advantage. The ability to accept bulk orders from clients and conduct good communication. Production and Delivery is their culture to be on time.

Regardless of the strength of the company, having a hard time on handling their operations contacting different company for their business process consumes lots of time. Promotion for more clients is lacking, advertisement through newspaper ads, brochures can lessen the weakness of the company. Old Equipments that sometimes affects the production leads to cramming and overtime of employees.

The company internal Environment is steady it is open for more improvement by acquiring different information systems that will lessen their weakness and use their strength to gain more competitive advantage.

Identifying Opportunities and Threats

OPPORTUNITIES

1. Acquisition of new IT products of high-tech machines

New high-tech machines can make the business process to be more efficient and to minimize the problem of having less manpower. These new machines can replace their old equipments so they can increase their production and the services rendered.

2. Open Trade to other countries

Exportation of products means more market and trades. By exportation, the company can encourage the company to increase their production because of several orders from clients not just locally but with other countries.

3. Clients prefer paper products

The clients prefer their products rather than plastic products for example paper bags, tags, etc.

4. Increasing number of possible Clients

New business establishments can be possible clients.

5. Online Business

Online business is very much common for many companies today. This can help them to accept orders and have their business 24/7. More customers can also see the products/services that the company renders. This can make transactions more efficient.

THREATS

1. Entrance of China products/services

ITETHICS

Much cheaper imported products from China can cause loss in sales because some of the clients choose other products. Quality wise the Philippine products have a

2. Popular printing Press Company expand their business

Fast growing competitors will cause more competition because they expand much faster than yours. Their Advertising and marketing strategy also grows

3. Clients switching to other companies

Clients that will shift to other printing companies because other printing companies can offer more services and high-quality of products because of high-tech machines

4. Unstable Peso Value

Peso value affects the company sales.

5. Unpredictable Client Orders

NPS cannot avoid clients' demands. NPS cannot determine when their clients will purchase more.

External Factors Evaluation Mix

KEY EXTERNAL FACTORS	FUNCTION	WEIGHT	RATING	WTD SCORE
OPPORTUNITIES				
Availability of IT products and new high tech machines	TECHNOLOGY	0.15	4	0.60
Open trade to other countries	Socio-Cultural	0.05	4	0.20
Clients prefer paper products	CULTURE	0.05	3	0.15
Increasing number of possible clients	CULTURE	0.10	3	0.30

ITETHICS

Online Business	TECHNOLOGY	0.15	3	0.45
THREATS				
Entrance of China products/services	SOCIO-CULTURAL	0.15	2	0.30
Clients switching to other printing Companies	CULTURE	0.10	2	0.20
Popular printing Press Company expand their business	CULTURE	0.05	2	0.05
Unstable Peso value/ Inflation of tax	POLITICAL LEGAL	0.05	1	0.05
Unpredictable client orders	CULTURE	0.15	1	0.05
TOTAL		1.0		2.40

Nice Print Services can acquire opportunities to increase their competitive advantage that also includes productivity and to generate more sales. With the opportunities presented the company can invest for more effective and efficient business process.

Even though the company has these opportunities there are still threats that will pull down the company if certain scenario happens. Entrance of China products that offers a very low price in the market, the changing demand of clients is can also affect the sales of the company. Competitor's influence can also directly affect Nice Print Services Company.

Thus threats can be overcome by strengths of the company by planning ahead of time to minimize possible risks. Information System can help avoid risks.