

# “ETHICS IN BUSINESS”

11 OCTOBER 2012

LANAI KIJANG, BANK NEGARA MALAYSIA

Too often people believe business ethics are an oxymoron, a contradiction; and that all that matters is “doing whatever it takes” to hit the numbers. Yet as “Ethics in Business” will demonstrate, ethics are the foundation of business strategy and not some afterthought. What business you are in, who you choose to do business with, how you treat your customers and staff all have fundamental ethical components.

“Ethics in Business” is a one-day interactive workshop that looks specifically at the difficulties in applying ethics; the importance of the right ‘Tone at the Top’; and how to ensure compliance with codes of conduct is real. The programme challenges board members and top managers to think through how to apply different ethical frameworks to their business to ensure the ‘Tone at the Top’ is healthy so they can maintain, or if needed rebuild, the trust that is essential for their organizations to prosper long term.

## Programme outline:

Session 1:  
Three Business  
Disciplines

Session 2:  
The Economics of  
Integrity

Session 3:  
Creating an Ethical  
Culture

Session 4:  
Courage to Speak  
Truth to Power

## Workshop Facilitator:



John Zinkin  
Managing Director  
Corporate Governance  
The Iclif Leadership and Governance Centre

Before joining Iclif, John was the CEO of the Securities Industry Development Corporation (SIDC). John was also Chairman of the UMSC Audit Committee until the end of 2009. Before joining SIDC John was Associate Professor of Marketing and Strategy at Nottingham University Business School, Malaysia Campus and director of the MBA programme with responsibility for external affairs. One of the founders of the Institute of Corporate Responsibility Malaysia (ICRM), he was Deputy Chairman, and is now an Exco member and the Vice President, Sustainability and Governance of the Business Council for Sustainability and Responsibility Malaysia (BCSRM).

He developed the Non-Executive Director Development Series with PwC and is a faculty member for the programme. He was a member of the Corporate Governance Working Group involved in the revisions of the Malaysian Code and the development of the Corporate Governance Blueprint 2011.

He has written “What CEO’s must do to succeed” published by Prentice Hall in 2003, and “Challenges in Corporate Governance: Whose business is it Anyway?” published in 2010 by John Wiley. He co-authored “Corporate Governance” with Peter Wallace, published by John Wiley in 2005 and translated into Chinese in 2008. He used to write a regular column on corporate governance for the Star, entitled “Whose business is it anyway?” and speaks regularly on corporate governance and corporate responsibility.

He has 40 years of experience in business of which 26 have been in Asia. In Hong Kong, John worked as the Chairman of the Marketing and Change Management Practices of Burson-Marsteller, as the Asia Director for Angliss Pacific, and as the Director, Business Machines, for Inchcape Pacific. Before moving to Hong Kong, John worked in London for the Inchcape Group, Rank Xerox, McKinsey and Unilever.

John has a BA (Hons) in Politics, Philosophy and Economics from Oxford and an MSc in Business Administration from the London Business School.

# REGISTRATION FORM

Workshop : Workshop on "Ethics In Business"  
 Date : 11 October 2012 (Thursday)  
 Venue : Lanai Kijang, Bank Negara Malaysia

## PARTICIPANTS' DETAILS

No	Name (Title)	Designation	Contact No.	Email

## COMPANY DETAILS

Company / Organization Name : \_\_\_\_\_ Address : \_\_\_\_\_

## CONTACT PERSON DETAILS

Name : \_\_\_\_\_ Designation : \_\_\_\_\_  
 Tel No : \_\_\_\_\_ Fax No : \_\_\_\_\_ Email : \_\_\_\_\_

## PROGRAMME FEE

<b>PROGRAMME FEE</b>	FEE	RM 2,000 per pax
	Group Fee (3 pax or more) are entitled to a 10% discount	RM 1,800 per pax
<b>PAYMENT METHOD</b>	Payment Mode (Please tick where applicable) : <input type="checkbox"/> CASH <input type="checkbox"/> CHEQUE <input type="checkbox"/> L.O <input type="checkbox"/> INVOICE ; Please send us an invoice with the details below : Attention invoice to : _____ Designation : _____ Address : _____ Tel : _____ Fax : _____ Email : _____	
	Payment is due prior to commencement of programme and must be made by :- 1. Cash – you can make the payment on the day of the programme provided that an LoU is submitted to UMCORS 2 weeks before the programme date; 2. Cash & Cheque Deposit/ Online Transfer/ Telegraphic Transfer/ Government L.O. - payment must be made by crossed A/C Payee and issued in favour of " <b>Bendahari Universiti Malaya</b> ", CIMB Bank Berhad, Universiti Malaya, Lot 5270, Bangunan Pentadbiran Baru, Universiti Malaya, 50603 Kuala Lumpur, account number <b>1440-0004005-05-3</b> ; a) Cheques by post must be addressed to:- <div style="text-align: center;">                         Financial Officer                          Level 2, Investment Division, Bursar's, New Chancellory Building,                          University of Malaya, 50603 Kuala Lumpur.                          (Attn: Noor Haflina Mohd Hatta)                     </div> b) Please fax or email a clear copy of your supporting document (deposit slip, EFT advice, remittance advice, voucher etc) once payment has been made. Note: All fees are exclusive of any kind of taxes, withholding or otherwise. In any case of taxes applicable, the client has to ensure the taxes are paid on top of the fees paid for this programme. Compliance with the local tax laws is the responsibility of the client. Any bank charges and/or expenses incurred must be borne by the payer A confirmation letter and invoice will be sent upon receipt of your registration. Full payment is required before the programme. Only those participants whose fees have been paid in full will be admitted to the event.	
<b>CANCELLATION &amp; REFUND POLICY</b>	If any registered participant cannot attend the workshop, substitutions/replacements are welcome at any time. Cancellations within 14 days prior to the programme date will carry a 50% cancellation fee. Cancellations within less than 7 days prior to the programme date carry a 100% liability. All cancellations must be made in writing (e-mail or fax) to UMCORS.	

To register, please email/fax/send this form before **5 October 2012** to:

University of Malaya Malaysian Centre of Regulatory Studies (UMCoRS)  
 Level 6, Research Management & Innovation Complex  
 University of Malaya, 50603 Kuala Lumpur.

Tel : 03 7967 7356/7359 fax : 03 7967 7358  
 Email : [umcors@um.edu.my](mailto:umcors@um.edu.my) Website : [www.umcors.um.edu.my](http://www.umcors.um.edu.my)

Registration will be closed on **5 October 2012** and / or when the number of participants has reached the maximum.