



JOGINPALLY B.R. ENGINEERING COLLEGE

Accredited by NAAC with B++ grade, Recognized under section of UGC 2(f) Act.1956

Approved by AICTE & Affiliated to JNTUH, Hyderabad

Yenkapally (V), Moinabad (M), P.O. Himayathnagar, R.R. District, Hyderabad – 500 075.

Phone: 08413-235684, 235051, Tele Fax: 08413-235125

Website: www.jbrec.edu.in, e-mail: principal@jbrec.edu.in

Q_nM 7.1.10 *The Institution has a prescribed code of conduct for students, teachers, administrators and other staff and conducts periodic programmes in this regard. (5)*

Human Values and Professional Ethics Handbook

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Human Values and Professional Ethics

Handbook

INDEX

S.No	Title
1	Introduction
2	Human Values
3	Professional Ethics



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HUMAN VALUES AND PROFESSIONAL ETHICS

Handbook

INTRODUCTION

Education is the fundamental right of every Indian citizen. Quality Education lays a strong foundation for Individual growth. Joginpally B.R. Engineering College, Hyderabad is committed to impart value based, quality education coupled with holistic development of students, leading to its Motto of “**Building Professionals, Building Nation**”.

An admiration in the field of Engineering education, Joginpally B.R. Engineering College, a part of the visionary Sri J. Bhaskar Rao’s accomplishment, observed its inception in the year 2002 with the lofty aim of providing quality professional education and meeting the rising expectations of the student community in erstwhile Andhra Pradesh, now Telangana. J.B.R Educational Society has been working relentlessly towards the objective of achieving excellence in the fields of Engineering, Medicine, Management, Architecture College Hospitality and Information Technology.

Joginpally B R Engineering College was promoted and established by J.B.R. Educational Society that had been a wide canopy, created by progressive, dynamic and productive management, for a lot of institutes marked for excellences in academic records. It is recognized by AICTE and affiliated to JNTUH. The college has strong vision, mission, objectives and quality policy. Having been counted as one of the best institutions of its kind in Telangana, fifteen batches of its students have successfully emerged out of its portals, after four years of rigorous training under the tutelage of the most venerable teachers, engineers and scholars, and are now ready to conquer the horizons and to create new worlds.

The college aims to provide quality technical education to students by grooming them for development of professional skills and value-based engineering education. The college ensures the J.B.R. Educational Society’s vision for overall development of

students through continual improvement and teamwork. Along with the focus on core



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academics, the college also takes care of overall personality development of the students. Quality education is the fundamental right of every Indian citizen. It lays the good foundation for individual growth.

Vision of Institution

- To be a global leader in educational and research institution in Engineering and Management.

Mission of Institution

- To impart high quality technical and professional education to mould the learners into globally competitive professionals who are professionally deft, intellectually adept, and socially responsible.
- To collaborate with industries and research organizations and excel in the emerging areas of research.

Vision of Human Values and Professional Ethics

- Developing a set of beliefs, attitudes, and habits that engineers should display concerning humanity and a Thinking Professional Order.

Mission of Human Values and Professional Ethics

- To understand the core values that ought to guide the engineering profession.
- To make incessant endeavour to create learning process in response to changing managerial paradigms.

Core Values:

- Societal Trust
- Pleasant Environment
- Committed Faculty
- Teamwork
- Value Based Ethics
- Lifelong Learning



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- Industrial Approach
- Student Centric Teaching Methodology

Objectives:

- To understand the moral values that ought to guide the engineering profession and to find a solution to address moral issues in the profession.
- To justify the moral judgment concerning the profession.
- To foster a set of beliefs, attitudes, and habits that engineers should display concerning morality.
- To encourage for inculcating the moral Values and Social Responsibility.
- To follow the fundamental duties laid down by Constitution of India.
- To create an awareness on Engineering Ethics and Human Values.
- To appreciate the rights of others.



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Human Values

Human value is defined as a principle that promotes well-being or prevents harm. The various factors responsible for evolving human values are religious leaders, gurus or saviors teachings and practices, need and judgment of fulfilling individuals need in society. Human values can be assured of a happy and harmonious human society. At JBREC, we cultivate and inculcate these values in the student and staff through teaching and conducting the activities. The human values are listed below.

Types of Values:

The six core human values are:

1. Right conduct
2. Peace
3. Truth
4. Love
5. Nonviolence
6. Ethics

1. Right Conduct:

Encompasses the following values such as:

- a) **Self - Help Skills:** Care of possessions, diet, hygiene, modesty, posture, self-reliance, and tidy appearance
- b) **Social Skills:** Good behavior, good manners, good relationships, helpfulness, no wastage and good environment
- c) **Ethical Skills:** Code of conduct, courage, dependability, duty, efficiency, ingenuity, initiative, perseverance, punctuality, resourcefulness, respect for all, and responsibility.
- d) **Ownership:** Ownership of the work



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2. Peace

Encompasses the following values such as:

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

3. Truth

Encompasses the following values such as:

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

4. Love

Encompasses the following values such as:

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

5. Non - Violence

Encompasses the following values such as:

- a) **Psychological:** Benevolence, compassion, concern for others, consideration, forbearance, forgiveness, manners, happiness, loyalty, morality, and universal love
- b) **Social:** Appreciation of other cultures and religions, brotherhood, care of environment, citizenship, equality, harmlessness, national awareness, perseverance, respect for property, and social justice.

6. Ethics

Ethics is the word that refers to morals, values, and beliefs of the individuals, family or the society. The study on ethics helps to know the people's beliefs, values, and morals, learn the good and bad of them and practice them to maximize their well-being and



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happiness. It involves the inquiry on the existing situations, form judgments and resolve the issues. In addition, ethics tells us how to live, to respond to issues, through the duties, rights, responsibilities, and obligations.

Professional Ethics

1. Integrity:

Integrity is defined as the unity of thought, word and deed (honesty) and open mindedness. It includes the capacity to communicate the factual information so that others can make well- informed decisions. It yields the person's "peace of mind", and hence adds strength and consistency in character, decisions, and actions. This paves way to one's success. It is one of the self-direction virtues. It enthuse people not only to execute a job well but to achieve excellence in performance. It helps them to own the responsibility and earn self-respect and recognition by doing the job. Integrity is the quality of being honest and having strong moral principles and moral uprightness. It is generally a personal choice to uphold oneself to consistently moral and ethical standards.

2. Credibility & Responsibility:

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

3. Loyalty:

Loyalty is faithfulness or a devotion to a person, country, group, or cause. Philosophers disagree on what can be an object of loyalty as some argue that loyalty is strictly interpersonal and only other human beings can be the object of loyalty.

4. Commitment:

Commitment means alignment to goals and adherence to ethical principles during the activities. One should have the conviction without an iota of doubt that one will succeed. Holding sustained interest and firmness, in whatever ethical means one follows, with the fervent attitude and hope that one will achieve the goals, is commitment. It is the driving force to realize success. This is a basic requirement for any profession. The



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commitment of top management will naturally lead to committed employees, whatever may be their position or emoluments. This is bound to add wealth to oneself, one's employer, society, and the nation at large. Target oriented efforts are put to reap efficiency.

5. Attitude:

It is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person. They are complex and an acquired state through experiences. Attitudes is the most distinctive and indispensable concept in present day. Attitude can be formed from a person's past and present. Key topics in the study of attitudes include attitude measurement, attitude change, consumer behavior, and attitude-behavior relationships. Positive attitude people are most successful in their life. One should develop such attitude which provides synergy and satisfaction in their day to day life. Positive Mental Attitude (PMA) characterizes faith, integrity, hope, optimism, courage, initiative, generosity, tolerance, tact, kindness and good common sense.

6. Valuing Time:

Time is rare resource. Once it is spent, it is lost forever. It cannot be either stored or recovered. Hence, time is the most perishable and most valuable resource too. This resource is continuously spent, whether any decision or action is taken or not. The history of great reformers and innovators has stressed the importance of time and valuing time. The proverbs, „Time and tide wait for nobody“ and „Procrastination is the thief of time. Time management is the key to increase effectiveness, efficiency or productivity.

7. Passion:

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