

Chapter Fifteen

Why Is this Chapter Important?

Chapter fifteen takes the professional development section further examining ethics and professional practice in consulting and business in general. It examines the academic side of what being a professional entails defining it as a person who abides by a set of ethical principles. The ethical principles defined by the Management Consultancies Association are summarised but critically reviewed in light of recent academic evidence that suggests there may be a lack of enforcement of these ethical principles.

Supplementary material and further case studies

The good sources on the web that feature material from this chapter include:

Web link	Comment
http://www.mca.org.uk/sites/default/files/2008%20Management%20Winners.pdf (Page 15)	An interesting case study that examines how PIPC worked with ITV to promote corporate social responsibility.
http://davidmaister.com/articles/1/3/	An article on professional consultancy by a consultant
http://calibrleadership.com/our-promise-of-professionalism	A management consultancy's pledge of professionalism
http://www.rics.org/managementconsultancy	A royal institution of chartered surveyors: management consultancy group
http://www.managementconsultingnews.com/2009/newsletter_nov_09.htm	Some views on professionalism in management consulting especially in terms of online behaviour
http://www.cmc-canada.ca/CMC_Designation/CodeofConduct.cfm	A Canadian management consultancy firm's code of conduct
http://www.youtube.com/watch?v=sDPsSyaZNIw&feature=related	Interesting college produced video on business ethics
http://www.youtube.com/watch?v=o5clNtt7PgM&feature=fvst	Video on Enron