

**KUPPAM ENGINEERING COLLEGE**

**KUPPAM - 517 425**



**HANDBOOK ON HUMAN VALUES  
AND PROFESSIONAL ETHICS**

# HANDBOOK ON HUMAN VALUES AND PROFESSIONAL ETHICS

A code of conduct is a set of rules outlining the norms, responsibilities and practices for an individual and committees for the smooth conduct in the organizations. It is expected that staff members strictly adhere to the rules and regulations spelled out in this document failing which the action shall be taken as per the procedure laid down by Kuppam Engineering College, affiliating university, AICTE, Government of Andhra Pradesh and other competent authorities. The Local Management Committee reserves the right to change/modify the rules and regulations as and when necessary and apply their discretion in specific cases. The rules and regulations included in this handbook are applicable for students, Principal, teaching staff, non-teaching staff and Governing committees. As we are associated with the education faculty, our code of conduct has crucial importance in a student's development.

## **About Institution:**

Kuppam Engineering College was established in the year 2001. The Institute is affiliated to JNTUA, and approved by AICTE, AP. The core objective of the Institution is to impart quality education for professional excellence and sustainable development through continual improvement and teamwork.

The Institution aims to provide quality education to students by grooming them for development of professional skills and value-based education. The Institution ensures the trust's vision for overall education. The Institution ensures the trust's vision for overall development of students through continual Improvement and team work Is achieved. Along with the focus on core academics, Institute also takes care of overall personality development of the students.

## **Vision:**

Institute of national importance with high ethical values for the socio –economic development of the rural society of our Nation.

**Mission:** The Students will be achieving the academic excellence with ethical and social values by providing

- Quality Education with competent faculty members
- Good Infrastructure facilities
- Value added skills
- Career guidance and Entrepreneur skill
- Collaborative research with industries

## **Objectives**

- To expand frontiers of academic activity in emergent and thrust areas of U.G. levels while strengthening Infrastructural and other essential facilities from time to time.
- To strive for transforming the institute as a Centre of excellence, to impart quality-savvy, practical based, career focused and globally relevant Education and Training.
- To continuously strive for the excellent performance of the students in university examinations through student-centric, interactive, and Innovative Teaching-Learning Process.



  
**Dr. S. Sudhakar Babu**  
Principal  
Kuppam Engineering College  
69, Natham, Kuppam - 517 425

- To take-up quality improvement, faculty/staff development, and continuing education programs, to ensure improved performance of teaching & non-teaching staff.
- To strive vigorously for gainful placement of the pass-outs, by way of organizing personality development, career guidance, counselling, pre-placement training programs, and campus Interviews, besides making entrepreneurial development Initiatives.
- To provide friendly streamlined, time-bound, result-oriented, office administration through effective and efficient office systems and practices and deft monitoring of the same.

### 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 individual's need in society. Human values can be assured of a happy and harmonious human society. At Kuppam Engineering College, 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. Discipline

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, resourcefulness, respect for all, and responsibility. punctuality,
- d) Ownership: Ownership of the work.

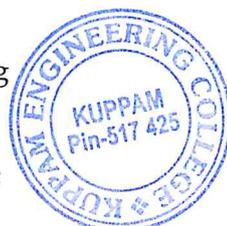
### 2. Peace

Encompass 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:



**Dr. S. Sudhakar Babu**  
Principal  
Kuppam Engineering College  
R.B. Natham, Kuppam - 517 425

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

#### **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 happiness. It includes 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 Values:**

##### **1. Integrity:**

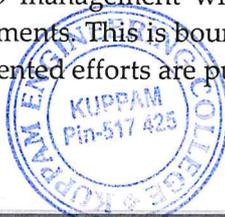
Integrity is defined as the unity of thought, word and deed (honesty) and open mindedness. It includes the capacity to communicate the factual information so that others can make well-informed decisions. It yields the person's peace of mind and hence adds Strength and consistency in character, decisions, and actions. This paves way to one's success. It is one of the self-direction virtues. It enthuses 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; moral up rightness. It is generally a personal choice to uphold oneself to consistently moral and ethical standards.

##### **2. 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..

##### **3. Commitment:**

Commitment means alignment to goals and adherence to ethical principles during the activities. One should have the conviction without an speak 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 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.



  
**Dr. S. Sudhakar Babu**  
Principal  
Kuppam Engineering College  
P.B. Natham, Kuppam - 517 425

#### 4. 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, 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.

#### Valuing Time

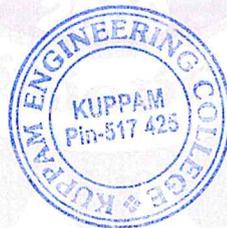
Time is rare resource. Once it is spent, it is lost forever. It cannot be either stored or recovered. Hence, time is the most perishable and most valuable resource too. This resource is continuously spent, whether any decision or action is taken or not. The history of great reformers and Innovators has 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.

#### 1. 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.

#### 2. Identifying

One's role in larger picture cultivating the skill of big picture thinking is important. When one maintains big picture, it allows one to Lead, keeps one on target, promotes teamwork, gain insight from different people and makes one ready for the change



  
Dr. S. Sudhakar Babu  
Principal  
Kuppam Engineering College  
R.S. Natham, Kuppam - 517 425