

Business Ethics in Management Islamic System: University Sultan Azlan Shah

Muhammad Razman¹, Nur Raihan Mohamed², Roziana Roslan³,

¹(Student, Master of Management, Faculty of Management and Information System, University Sultan Azlan Shah, Malaysia)

ABSTRACT: *Management Islamic System is a management following the Islamic philosophy in “tauhid” giving a space to human and all people to expose the responsibility as a human/ khalifah to Allah SWT. All the activities are related and centric to all the Islamic principle and we believe we will be responsible to what we have done in this world and the hereafter. Civilizing ethics in Islamic management especially in academic institution will help us to respond to our responsibility and social responsibility to all people in this world. This paper will discuss how disposition, peace, human status and survival are importance in academic institution especially in ethics management, how ethics importance in our life n working environment, and what is the values of ethics according to the Al-Quran.*

Keywords: *Ethics, business ethics, Islamic institution, ethics management*

I. INTRODUCTION

Islamic ethics (إسلامية أخلاق), defined as "good character," historically took shape gradually from the 7th century and was finally established by the 11th century.^[1] It was eventually shaped as a successful amalgamation of the Qur'anic teachings, the teachings of the Sunnah of Muhammad, the precedents of Islamic jurists (see Sharia and Fiqh), the pre-Islamic Arabian tradition, and non-Arabic elements (including Persian and Greek ideas) embedded in or integrated with a generally Islamic structure.^[1] Although Muhammad's preaching produced a "radical change in moral values based on the sanctions of the new religion and the present religion, and fear of God and of the Last Judgment", the tribal practice of Arabs did not completely die out. Later Muslim scholars expanded the religious ethic of the Qur'an and Hadith in immense detail.^[1]

According to Business dictionary, the meaning of ethical behavior is “ The basic concepts and fundamental principles of decent human conduct. It includes study of universal values such as the essential equality of all men and women, human or natural rights, obedience to the law of land, concern for health and safety and, increasingly, also for the natural environment. See also morality.”[2]

Ethics are the set of moral principles that guide a person's behavior. These morals are shaped by social norms, cultural practices, and religious influences. Ethics reflect beliefs about what is right, what is wrong, what is just, what is unjust, what is good, and what is bad in terms of human behavior. They serve as a compass to direct how people should behave towards each other, understand and fulfill their obligations to society, and live their lives.

While ethical beliefs are held by individuals, they can also be reflected in the values, practices, and policies that shape the choices made by decision makers on behalf of their organizations. The phrases *business ethics* and *corporate ethics* are often used to describe the application of ethical values to business activities. Ethics applies to all aspects of conduct and is relevant to the actions of individuals, groups, and organizations.

In addition to individual ethics and corporate ethics there are professional ethics. Professionals such as managers, lawyers, and accountants are individuals who exercise specialized knowledge and skills when providing services to customers or to the public. By virtue of their profession, they have obligations to those they serve. For example, lawyers must hold client conversations confidential and accountants must display the highest levels of honesty and integrity in their record keeping and financial analysis. Professional organizations, such as the American Medical Association, and licensing authorities, such as state governments, set and enforce ethical standards.[3]

From an Islamic perspective, the purpose of human life is to worship God, by leading this worldly life in harmony with the Divine Will, and thereby achieve peace in this world, and everlasting success in the life of the hereafter. Muslims look to the Glorious Qur'an and the Traditions of the Prophet as their moral guides.[4]

The Glorious Qur'an says:

“It is not righteousness that ye turn your faces Towards east or West; but it is righteousness- to believe in Allah and the Last Day, and the Angels, and the Book, and the Messengers; to spend of your substance, out of love for Him, for your kin, for orphans, for the needy, for the wayfarer, for those who ask, and for the ransom of slaves; to be steadfast in prayer, and practice regular charity; to fulfil the contracts which ye have made; and to

be firm and patient, in pain (or suffering) and adversity, and throughout all periods of panic. Such are the people of truth, the Allah-fearing.” [Al-Qur’an 2:177]

This verse underscores the Islamic belief that righteousness and piety is based, before all else on a true and sincere faith. The key to virtue and good conduct is a strong relation with God, who sees all, at all times and everywhere. He knows the secrets of the hearts and the intentions behind all actions. Therefore, Islam enjoins moral behavior in all circumstances; God is aware of each one when no one else is. It may be possible to deceive the world, but it’s not possible to deceive the Creator.

The love and continuous awareness of God and the Day of Judgment enables man to be moral in conduct and sincere in intentions, with devotion and dedication.

The Glorious Qur’an also says:

Say: the things that my Lord hath indeed forbidden are: shameful deeds, whether open or secret; sins and trespasses against truth or reason; assigning of partners to Allah, for which He hath given no authority; and saying things about Allah of which ye have no knowledge. [Al-Qur’an 7:33]

It is interesting that the Qur’an refers to “sins and trespasses against truth or reason”. It is an indication of God’s blessing to every human being, of an innate moral sense. Such a moral sense, when uncorrupted by family or society, is what leads people to commendable acts of virtue. Islam aims to enhance and amplify the moral sense in every human being and adorn the individual’s character with the noblest of virtues.

The Islamic moral principles therefore, appeal naturally to the human intellect, while elevating the pursuit of morality to the level of worship. This is because Islam holds every action that is done with the goal of attaining of God’s pleasure to be worship.[5]

Professionals today come across various kinds of ethical issues in the workplace. Here, will throw light on some of these ethical issues and dilemmas. Technically speaking, ethics is a branch of philosophy, which deals with questions about a person’s morality and values. Ethical dilemmas occur when a person has to choose between the right and wrong or the good and bad. In our personal lives, ethics such as honesty, loyalty, truth, and commitment doing the right thing, and commitment are highly valued.

II. THE IMPORTANCE OF ETHICS MANAGEMENT

In one organization especially in academic institution such as University Sultan Azlan Shah (USAS), Malaysia, the most institution that need to well know about ethics and look at this matter seriously and every single people inside the institution including student, lecture, administrator, top management and everyone in USAS should know how importance ethics and Islamic management system in USAS. There is four importance things in ethical management. Ethic in Islam includes many aspects; keeping the promise is an original Islamic value, and honesty in speech and telling the truth are also Islamic values. Returning a deposit to its owner is also a beautiful behavior in Islam, a good advice for everyone also has been regarded as a good behavior in Islam, preferring others over your self is also a good behavior in Islam. All those ethical values were exemplified by the Prophet Muhammad (peace be upon him) and his companions in their true sense. [6]

2.1 Disposition.

Human are born clean and pure wrought with intellect and heart as a life extension in choosing the way of life and behavior for being good or bad based on all the messenger and ban which is based on their religious. Human born and grow up based on what their have learn from the environment. [6]

University Sultan Azlan Shah as a academic institution should give a good example to all the student and environment, and show a good ethics. Lecturers should show a good ethics to student because they are really close with them and student normally makes their lecture as their reference and idols. Lecturers should show a good ethics such as a good behavior and character, friendly and helping, good appearance, competent as a lecture, and many more. They should teach student the way to be a brilliant student in every single way. Lecture with a good ethics management will create a brilliant student in world and the hereafter. As an Islamic academic institution, this will bear a good Islamic student.

Administrator also need be ethical. They should have a good behavior in conducting a program to everyone. They should know the best way to help student and environment with ethics. Same goes to the Top Management; they should have ethics to lead the organization and institution. They should show ethics in time management, honest, legal, low and they should be clear with the vision, mission and objective of the institution. Choosing a person to be a lecture and also administrator should be fair, efficiently and trust to make sure the entire worker in USAS are talented, good, knowledgeable, and multifunction.

2.2 Peace.

Peace can be creating in one organization when positive attribute applied to everyone in that organization or institution. As an Islamic institution, Al Quran will be the main guided to do all the work. With a good behavior and hold on to religious teaching as guide and grip will makes this world more peaceful and can reduce all the social problem and unethical behavior. [7]

Top management should be fair to all the worker in USAS and always do something that can makes everyone in that institution fell appreciated, love, comfortable to work, getting a chance to be promoted, good working environment and facilities, free to show their skill and happy in work place. They should trust everyone and at the same time do a monitoring the situation with fair and overall. Developing trust such as giving a career development, all the course have the accreditation, continue a staff contract, will make people giving their trust to the institution.

Same goes to the lecture and the administrator in that organization. They should give their full commitment and heart to the organization and help the top management to makes USAS for being one of the best academic institutions in Malaysia and international. Being a person with full of etiquettes, justice, honesty, and be fair to the student and surrounding community will make this institution getting trust by people surrounding.

As the academic institution with a background of Islamic management system will train surrounding community and being a center to everyone to get knowledge and at the same time being a reference to everybody. For example, USAS providing a free Islamic talk to in mosque, seminar and so on. One of the international conferences that USAS makes is World conference Of Islamic Thought will is focusing in Islamic prospection and in 2017 focusing in future word. This is good activities and knowledge sharing that USAS have been made. Creating a peace environment will be reality when USAS takes ethic seriously with supported with Islamic Management System to the institution.

2.3 Human status.

Ethics are importance and part of the way human doing in their entire life and daily activities. That means ethics are importance to individuals, family, community and for sure to the institution. Ethics also importance in international context and giving blessing to humanity.

“Life is sacred.” “Criminals deserve to go to prison.” “Killing people in war is completely different from murder.” “Never break a promise.” “We should respect the dignity of the human embryo.” “Lying is always wrong.” Each item of these bits of conventional moral wisdom is easy to say. And each is open to serious doubts and objections as soon as questions are asked about its assumptions, and about its human implications. Conventional morality is not only too easy: it is usually too insulated from the imagination and from intellectual curiosity. Intelligent children start to ask questions about this. Who decides what gets on the list of things it is wrong to do? What do the items on the list have in common?[8]

Ethics for individual such as students, lecturer, parents, and administrators, it will give physical advantage and peace of mind, health, and they also can protect themselves perfectly. Human with good ethics and following the Islamic management system will preserve themselves with internals admirable and respected. In the institution, everyone should doing well and respect each other and maintain relationship and intercommunication. Everybody should know their responsibility, respect each other, faith, patience, calmness, concerned, welfare, and create a peaceful and peace to make sure integrity institution. When all this happen, institution will be large, well known, and stronger and improve the productivity, credibility, and reputation of the institution. In the above verse, Allah commands the Holy Prophet in the usual affectionate manner. Explaining the circumstances of revelation, Sayyidina Abdullah bin Abbas narrates that when revelation used to come to the Holy Prophet he would try to repeat the words immediately upon hearing them, fearing that he would forget them. In this manner, the strain would be multiplied. Advising him not to exert himself so much, Allah said, “*Do not move your tongue with the Quran to hasten it. Verily, it is Our responsibility to collect it (in your heart) and to make you recite it. So when We have recited it follow its recitation.*” Allah commanded the Holy Prophet to first listen attentively to the recitation of the Quran and then to repeat the words. [9]

2.4 World civilization survival.

Human should always help each other in buildup knowledge, facilities and everything. Suitable with USAS mission “rahmatan lil alamin” will help people in this world to getting mercy and survival. With Islamic management system, and good ethics, humanity will going well and safe. Human will always support each other, willing to help, honors, and be fair with everyone. When human have ethics and following Islamic management system will makes people afraid to make wrong and they have a good and pure heart to communicate and deal with everything.

It is commonplace to say that what made civilization possible was the invention of academic institution; but even more fundamental than academic institution were ethics. For only through ethics is it possible for large groups of people to live together. Academic institution was clearly necessary to support a large, sedentary population, but there would have been no significant grouping of cooperative people to invent the academic institution if they did not have a unifying, objectively valid ethical code to begin with. [10]

The good ethics in Islamic management system will makes a lot of thing. Trust. This is the best when we have an ethics in USAS. Trust in time, and we should use time effectively and efficiency. Spending money

according to law and rules given. Be honors and be fair to everyone, and no distortion. Every single task given should finish and done on time and do not do a personal work or something else which is not related to essential task.

Cleanliness. Pure nature and kind need to be improved. Improving mutual aid help with colleague in USAS from time to time. Be sure to seek out a way to maintain a clean and tidy dress in office and everywhere. Using speech orderly and polite when communicate with everyone and refrain from any act of indecency, fraud and breach of trust.

Dedicated. Everyone in institution must dedicate. Perform the tasks without expecting anything in return, rewards and praise and everyone should perform every tasks faster, on time and quality and the same time willing to listen the advice, instruction and guided. We need to submissive and obedient to the rules and adhere to the teaching of next to be always protecting the image and dignity of the institution and produce outstanding work.

Responsible and polite. When doing a task, it should perform the tasks with committed so and perfect. If the task to be executed properly, guilt must be included when the failure of the assignment is executed. Everyone should protect and take care of the dignity of religion, institution and country. Always be prepared and get ready to receive customer visits with friendly and provide fast and accurate as well and make sure that using a word that deferential greeting customer.

Fair and consultation. When given the tasks, need to look at the current state of the project, identify problems and take immediate action and the solution. For top management, need to make a choose the application that really qualify for the post. For existing staff, staff conformation eligible employees must be held if they have been qualifying laid down and the task subordinates before making appraisals.

Integrity and knowledgeable. Each individual must attach great importance to the public interest from private interest to keep their promises and time set to avoid waste of time and so on, also do not use office facilities for the purpose of personal. The individual must have knowledge and relevant skills in various fields on the basis knowledge to create justice in all aspects of life.

III. CONCLUSION

University Sultan Azlan Shah should take this opportunity to educate people about how importance ethical and Islamic Management system in hold life. Ethics are importance for managing human life and an organization especially for academic institution and managing individual, family, organization and community to make sure universality guaranteed. As an academic institution, should educate people and valiantly for giving knowledge to everyone. Institution should get in line for educate human behavior and ethics to make sure religious, culture and moral being one of the importance thing in life.

Paradigm of unity being a roles and guildens to all manager, top management in determining the corrector on their task and jobs, behavior and ethics with colleague, department and institution in upstanding the demands of the task. All the top management, manager, lecture, and administrator trying to implement a best in upholding justice because they understand all het they do will be judged hereafter.

The Islamic values and ethics are based on the statements in Al-Qur'an and Hadith that may be cited in other religious thoughts but the tawheedic view may differentiate between Muslims another adherents. Those elements are seen to be able to be adopted in analyzing business performance in the organizations through their beneficial concepts and functions; however, the empirical studies which argue on, and compare between the Islamic and the conventional methods used by many researchers for years, should be conducted. The shariah-compliance concept should be superior to other concepts. Muslims are obliged to implement all elements as an act of an ibadah, aiming to get the rida' or blessings from Allah SWT in their life endeavors.[12]

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