

**ESPECIALIZACIÓN EN HIGIENE Y SEGURIDAD EN EL TRABAJO**

**Nombre y Apellido:**

**EXAMEN DE SUFICIENCIA**

1. **Lea el siguiente texto.**

**The Importance of Being Ethical**

Some companies, *due to* strong ethics programs, can reduce potential costly fines, decrease vulnerability, improve reputation, provide access to capital, favorably influence their bottom line, positively affect their employees' commitment to work and enhance customer loyalty. Some of these benefits are outlined below:

**Potential Avoidance of Fines:** Companies and their employees are required to comply with national, international, and local laws governing their operation. Failure to comply with these standards can be costly in terms of time, resources, brand image and employee and customer loyalty. *In addition*, the development of strong ethics initiatives can greatly reduce the chance of fines resulting from wrongful, fraudulent, discriminatory or illegal activities.

**Decreased Vulnerability:** As companies develop or enhance their overseas operations, decentralize their business functions, and empower their workforce, it is imperative for them to develop ethics practices that provide the necessary training and tools to assure that their employees throughout the world can make ethical decisions. This decreases a company's vulnerability to misconduct and the harm it can cause to profitability, brand image and management focus.

**Improved Brand Image and Reputation:** Several ethics awards and media lists on corporate reputation consider a range of ethical criteria for determining the companies' rankings. In addition, a 1998 Burson-Marsteller study on the link between CEOs and corporate reputation reported that a CEO's ethical reputation enhances a company's ability to attract investment capital, recruit the best employees, and earn a company the benefit of the doubt in times of crisis.

**Financial Performance:** As early as 1988, a study by The Business Roundtable, "Corporate Ethics: A Prime Business Asset," reported that "a strong corporate culture and ethics are a vital strategic key to survival and profitability in a highly competitive era" and that "sound values, purposes, and practices are the basis for long-range achievement." More recently, some academic studies have shown a positive link between the existence of corporate ethics programs and financial performance.

**Employee Commitment:** A 1997 Walker Information survey of employees' views on business ethics revealed that 42% of respondents said that a company's ethical integrity directly influences their decision to work at the company.

**Customer Loyalty:** Business ethics matter to consumers. When compared with nine "extremely important" general corporate citizenship categories or activities, "ethics and values" ranked highest in the United States and [Europe](http://www.inc.com/topic/Europe) and third highest in [Japan](http://www.inc.com/topic/Japan).

1. **Conteste las siguientes preguntas en español.**
2. ¿Qué pueden hacer las empresas que ofrecen sólidos programas de ética?

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1. ¿Cuáles son los seis beneficios que se describen en el texto? Enúncielos.

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1. ¿Cuál es el alcance de la disminución de la vulnerabilidad?

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1. ¿Para qué sirve obtener información acerca del rendimiento financiero?

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1. **En el primer párrafo aparece el conector lógico de causa - consecuencia: *due to*. Diga cuál es la causa y cuál la consecuencia.**

Causa: ……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………….

Consecuencia: ……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………….

1. **En el segundo párrafo aparece el conector lógico *in addition* que anuncia la lógica de la expansión de la información. Traslade al español las dos ideas que conecta.**

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