20 One-Liners to Remember

Quick-fire facts for last-minute revision.

1. **Ethics in Banks & Financial Institutions forms Module E of the JAIIB PPB paper.**
   PPB stands for Principles & Practices of Banking, and this module focuses on ethical conduct.

2. **Business ethics is the code of conduct that decides right versus wrong in business decisions.**
   Ethics guide behaviour when a moral question arises in a business setting.

3. **Business values are the core principles that define what a business stands for.**
   Values highlight what a business prioritises and wants to achieve, distinct from ethics.

4. **Business ethics decide what is morally correct, while business values define priorities.**
   Ethics guide conduct in a moral dilemma; values guide judgement about significance.

5. **The six core principles of business ethics in this module are Integrity, Loyalty, Honesty, Respect & Concern, Fairness and Leadership.**
   These six pillars are a high-yield list frequently tested directly in JAIIB PPB questions.

6 **Integrity is tested when there is pressure to choose profit over what is right.**
Executives with integrity hold their principles upright even under such pressure.

7 **Loyalty in banking ethics means demonstrating trust and devotion to one's institution and colleagues.**
Loyalty is built through friendship, support and devotion to duty, especially in adversity.

8 **Honesty in banking ethics means avoiding half-truths, misrepresentations and selective disclosure.**
Honest executives must be truthful and never deceive or mislead through wrong information.

9 **Fairness in banking ethics means never misusing power or taking undue advantage of another's weaker position.**
Fair dealing is one of the six core ethical principles tested in this module.

10 **Leadership in banking ethics means leading by example and acting as a proper role model.**
Ethical leaders handle responsibilities and stay aware of challenges facing their teams.

11 **Banking runs entirely on public trust, which ethics help protect.**
A single ethical lapse can trigger loss of confidence or even deposit flight.

12 **Ethics help bankers resolve dilemmas, avoid risk and prevent breaches of law.**

These are among the key reasons ethics are emphasized as core to banking operations.

13 **A common myth is that entrepreneurs must be inventors, but the reality is entrepreneurs are ideators.**

Entrepreneurs fill gaps in the economy with the right idea rather than inventing new products.

14 **A common myth is that entrepreneurs are mainly motivated by money, but the reality is they are driven by passion.**

Purpose is described as driving the early years of a business before profit follows.

15 **A common myth is that entrepreneurs must be risk-takers, but the reality is they are challenge-takers.**

Entrepreneurs take some risks, avoid others, and face adversity with a broader vision.

16 **A common myth is that entrepreneurs are born, but the reality is entrepreneurs are made.**

Dedication, courage and willpower are described as more important than inherited talent.

17 **Ethical practices safeguard depositor interests and preserve a bank's reputation and goodwill.**

This is one of the key reasons ethics are treated as essential to banking stability.

18 **The memory hook I-L-H-R-F-L helps recall the six business ethics principles: Integrity, Loyalty, Honesty, Respect, Fairness, Leadership.**

This mnemonic is suggested as a quick way to remember the six pillars for exam recall.

19 **Business ethics fall under the purview of the moral principles system.**

This distinguishes ethics from values, which instead prompt thinking and reflection on priorities.

20 **The JAIIB PPB ethics module rewards conceptual clarity over rote learning.**

Understanding the underlying logic helps candidates handle scenario-based question twists.