

**WESTERN KENTUCKY UNIVERSITY**  
**Gordon Ford College of Business**  
**Student Code of Ethics**

As a student in the Gordon Ford College of Business at Western Kentucky University, I understand that it is my duty to behave in a courteous and ethical manner at all times. The attitudes and habits I develop as a student form the core of my professional behavior. As such, I will set an example of the highest caliber for those who work with me.

To promote these behaviors within the student body, I will use the principles of honesty, integrity, respect and professionalism as my personal, academic, and professional guide.

HONESTY:

- Understand the Gordon Ford College's policies on academic conduct, and practice them as a part of my life
- Honor my personal obligation to be sincere and forthright by dealing fairly and truthfully with others

INTEGRITY:

- Maintain my beliefs and values despite changing circumstances and challenging environments
- Respect my reputation and that of my College and University by avoiding unethical behaviors and the circumstances that encourage them

RESPECT:

- Embrace the diverse perspectives and accomplishments of others, knowing that it is the personal and cultural variations among people that enrich us individually and as a society
- Take pride in my College and University by protecting our facilities and their surroundings

PROFESSIONALISM:

- Maintain the highest standards of performance, conduct, and cooperation with my fellow students, faculty, staff, and co-workers
- Perform my duties with due diligence and make a continuous effort towards improvement