Statement of Values & Code of Ethics

The students of the Wisconsin School of Business recognize the importance of establishing a code of ethics to serve as a foundation for decision-making. The code identifies six essential values that guide ethical decisions. Adhering to these principles will enable us to act ethically, no matter how challenging the circumstance. Through this Code of Ethics, we hope to keep people C.A.R.I.N.G. about ethics.

**Courage**
- We will stand up for what is right and admit our mistakes.
- We will have the courage to call out and address the unethical behavior of others.

**Accountability**
- We will accept and understand the consequences of our actions.
- We will stay true to our word and uphold our commitments.

**Respect**
- We understand that our behavior directly impacts and reflects on our friends, family, colleagues and clients. We are dedicated to maintaining the reputation of our community.
- We are committed to fostering an inclusive culture in which others will feel welcome, valued and respected regardless of their background or life experiences.

**Integrity**
- We will act in good faith and conduct ourselves in a responsible, truthful manner.
- We will always offer an unbiased view, even when placed in a compromising situation.

**No-Nonsense**
- We will *never* engage in fraudulent behavior.
- Should we ever discover ethical violations, we vow to take the necessary measures to stop the inappropriate actions of others.

**Growth**
- We will use past outcomes, good and bad, to develop our values and guide our future decisions.
- We will embrace continual learning to improve both ourselves and our community.

*Don’t Stop C.A.R.I.N.G. About Ethics!*