

ABSTRACT

The diploma thesis is divided in two parts - theoretical and practical. The theoretical part gives a general overview of the basic terms related to the ethics and the business ethics. It also describes business ethics and ethical tools and methods constituting ethics programme of the company. In the practical part it analyzes ethics programme of the pharmaceutical companies in the Czech Republic, their using of the ethical tools and methods including their implementation into the daily practice. It uses questionnaires to obtain the data. Created questionnaire is focused on the subjective perception of ethics, the knowledge of the business ethics and the detailed ethics programme in the company. This survey serves as pilot study and it can be used for other researches. The results indicate insufficient complexity of ethics programme of pharmaceutical companies and deficiencies especially in the ethical organizational structure to support ethics, in the monitoring and reporting and in the stakeholder analysis.

Key words: ethics, business ethics, pharmacy, pharmaceutical companies, Czech Republic