
Business Ethics and Corporate Code of Conduct

19 – 23 April 2027
Amsterdam





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Ethics and Corporate Code of Conduct is a one-week senior ethics course delivered by Mars Training Centre across Europe, the Gulf, Africa and Asia — in London, Dubai, Amsterdam, Nairobi and Kuala Lumpur — designed for chief ethics officers, heads of compliance, senior HR leaders and executives responsible for the ethics and conduct programmes of their organisations.

Ethics has moved from a values statement on a wall to a working management discipline. Regulators expect codes of conduct to be lived rather than printed. Boards expect culture and conduct metrics on the same agenda as financial performance. Employees, customers and investors expect organisations to make ethical choices visible — particularly under pressure. The cost of getting it wrong is no longer abstract: misconduct cases, conduct enforcement and reputational events have ended chief-executive careers and listed companies alike.

This programme equips senior practitioners with a working command of corporate ethics: designing a code of conduct that holds up, embedding it across the organisation, measuring conduct credibly, and responding when ethics fail. It is delivered by senior practitioners drawn from the Mars panel.

What You Will Learn

By the end of this programme, you will be able to:

- Apply the major frameworks of business ethics to corporate decision-making.
- Design a code of conduct that is workable, enforceable and credible.
- Build an ethics-and-conduct programme aligned with broader compliance and governance.
- Embed conduct expectations across recruitment, performance and reward.
- Lead ethical decision-making in high-pressure, ambiguous situations.
- Measure and report on culture, conduct and ethical climate at board level.
- Investigate alleged code-of-conduct breaches credibly.
- Strengthen the ethical leadership of yourself and the team you lead.

How You Will Benefit

You will leave with the senior practitioner's command of corporate ethics and a personal plan to strengthen your organisation's conduct programme, along with a Mars Certificate of Completion.

Your organisation will gain an ethics leader who can build a code that is lived rather than ignored, respond credibly when conduct fails, and reduce the reputational and regulatory risks that misconduct creates.



Who This Programme Is For

This programme is designed for senior leaders responsible for ethics and conduct, including:

- Chief ethics officers and heads of ethics
- Heads of compliance with conduct responsibility
- Heads of HR with culture-and-conduct remit
- General counsel and senior legal advisers
- Heads of internal audit reviewing culture and conduct
- Senior executives in regulated industries with conduct obligations
- Public-sector and not-for-profit ethics leads
- Senior managers preparing for chief ethics officer or chief compliance officer roles

The seniority floor is senior manager and above in compliance, HR, legal, audit or executive roles. The week works through live dilemmas and regional case studies rather than abstract theory, closing with a personal action plan.