

**LUTEETE MIKKA (2011-M162-20001)**

**Application of Business Ethics in International Trade: A Case Study of Rwenzori Bottling Co. Ltd and Diffusion Engineers Ltd.**

Uganda is at a stage when industrialisation and investments are on the increase because of its available raw materials and ready market. In the course of their duties, however, various ethical issues come up due to their minding about profit maximisation. Ethics has been attracting heightened attention throughout the World. Different Stake holder's expectations of the business have increasingly ranged from maximisation of profits to strong levels of Ethics. Research on Ethics in the Ugandan context has been minimal. Therefore, there is a need for international businesses in Uganda to actively embrace application of ethics. This descriptive research sought to check the application of ethics in international trade organisations, the relationship between ethics and trade development, analysis of ethical laws and judicial precedents. The researcher employed multiple research methods, which were qualitative and quantitative. The field data were collected through questionnaires, interviews and observations. The secondary data were obtained through extensive literature review of documents. The results of the study showed that ethical applications in Ugandan corporations are very minimal since there is no government body for its enforceability. The report recommends a fact that in order for the application of ethics to be a success in our trade corporations, there is need for the government to liaise with the Ministry of Trade, Tourism and Industry and the Uganda Investment Board to come up with strict procedures on the practices of business in Uganda. This will help regulate on the relationship between employers and their employees.

**Key Words: Business Ethics, International Trade, Rwenzori Bottling Co. Ltd, Diffusion Engineers Ltd**