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**Abstract**

This article maps ethical challenges which typically occur in higher education institutions and which university leaders need to address, if possible preemptively. These challenges are grouped in two dimensions, i.e. by outlining issues of ethics with regard to teaching and research performance on the one hand and with regard to leadership and governance activities on the other, and are individually itemized by briefly illustrating their key features and scope of risk. In view of their characteristics, measures will be suggested which appear to be fit for preventing and remedying failure on standards of ethics. Exploring both these standards and the concrete measures and processes to implement and maintain appropriate ethics in teaching and research as well as in leadership and governance in detail must be left to specific articles. (HRK / Abstract übernommen)+