Department of Commerce
ADD-ON COURSE: Ethics in Startup Ventures
Convener: Prof. Arun Mondal
Joint Convener: Prof. Sibaprasad Das

Objectives: Ethics in Startup Ventures explores the moral challenges and responsibilities faced by entrepreneurs in their business practices. It involves understanding the ethical implications of decision-making, such as fair treatment of employees, responsible marketing practices, environmental sustainability, and social impact of Startup Ventures.

SYLLABUS

[EACH UNIT CONSISTS OF 2 LECTURES OF 4 HOURS i.e. 32 HOURS IN TOTAL]

Unit 1: Prelude to Ethics: Understanding the importance of ethics in business. Overview of ethical theories (e.g., utilitarianism, deontology, virtue ethics) and their application in startups.

Unit 2: Ethical Dilemmas before Startups: Identifying common ethical dilemmas faced by startups (e.g., conflicts of interest, transparency issues, decision-making under uncertainty).

Unit 3: Technological Influences: Discussing the ethical implications of using technology in startups, such as AI, data privacy, and cyber security.

Unit 4: Ethical Leadership: Exploring the role of leaders in promoting ethical behavior in startups. Discussing strategies for fostering an ethical culture in a startup environment.

Unit 5: Regulatory Framework: Understanding the legal and regulatory frameworks relevant to startups (e.g., GDPR, consumer protection laws). Discussing the importance of compliance and the consequences of non-compliance.

Unit 6: Stakeholder Relationships Management: Understanding the importance of ethical stakeholder management in startups (e.g., investors, employees, customers, communities). Discussing strategies for building trust and maintaining positive relationships with stakeholders.

Unit 7: Ethics in Decision-Making: Analyzing ethical decision-making models and their application in startup scenarios. Discussing how biases and heuristics can influence ethical decision-making.

Unit 8: Case Studies and Practical Applications: Analyzing real-world case studies of ethical and unethical behavior in startups. Engaging in discussions and simulations to apply ethical principles to startup scenarios.

Recommended Books:
- Business Ethics by William H. Shaw
- Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization by Andrew Crane and Dirk Matten
- The Ethics of Entrepreneurship edited by R. Edward Freeman, J. Phillip Thompson, and Patricia H. Werhane
- Good Profit: How Creating Value for Others Built One of the World's Most Successful Companies by Charles G. Koch
- The Responsible Entrepreneur: Four Game-Changing Archetypes for Founders, Leaders, and Impact Investors by Carol Sanford