Course Outline

Course Code   : BSN4713
Course Title   : Sustainable Ethical Businesses With AI
Semester   : Semester 2, Academic Year 2025/2026
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Overview

To create value in a new business venture using ethics based business models. The purpose of this course is to ensure students understand and apply the following in to create their own ethical business venture:

- The major reasons for business failures through ethical misconducts in terms of business, operational, ethical practices
- Global cases of ethical business failures with lessons learned (eg: FTX crypto customer funds, IKEA child labor, ENRON market practices, WorldCom accounting practices, etc)
- Diagnostic of key failure elements due to financial and stakeholder negligence (eg: customers, supply chain, shareholders) and investor impact
- Elements of a growth strategy (immediate and longer term) based on required ethical organizational practices and policies
- The methodologies and metrics required to successfully implement and manage an ethical new venture
- Usage of AI to develop and successfully run an ethical new venture, including risks and mitigation strategies

Course Objectives

Learning objectives include:

- Understanding the key reasons/risks that result in ethics based business failures (eg: AI, market conditions, operations, product type, customer base, financials, organization, etc)
- Conducting in-depth analysis and learning from failed global and local unethical business cases
- Ensuring usage of AI is developed based on legal and social responsibility customer & regulatory requirements
- Understanding the tools required to make independent decisions to allow for ethical practices
- Building an organization that enables implementation and monitoring of ethical based business practices, including usage of AI to ensure fairness, transparency and privacy
- Managing product liability risk, including AI required regulatory and customer frameworks, in a growing competitive market/customer environment
- Understanding and implementing government regulatory requirements, including proactive AI based monitoring tools, to ensure long term success
- Creating opportunities for vendors/partners to also implement the same ethical business practices, as needed
- Ensuring the organization has ethical leadership skills, capabilities and values
- Creating metrics to track ethical business practices

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

The following books on a range of topics, while not required, are highly recommended:

1. Radical Thoughts on Ethical Business: Carol L Jurkewicz
2. Educational and Ethical Leadership: Sam Elderkak
3. Business Case For AI: Kavita Ganesan
4. Enron: The Rise and Fall: Loren Fox
5. Business Ethics: Praveen Paroteeah, John Cullen
6. Essentials of Business Ethics: Peter Stanwick, Sarah Stanwick
7. Bad Blood: Secrets & Lies in Silicon Valley Startups: John Carreyrou
8. Conspicuous Capitalism: John Mackey

Assessment

Assessment Components	Weightage
Class Participation (individual)	20%
Final Report and presentation document (team)	50%
Final physical presentation (individual)	30%

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is "the practice of taking someone else's work or ideas and passing them off as one' own" (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct
- http://nus.edu.sg/osa/resources/code-of-student-conduct

About me . . .

Mita Natarajan has over 35 years of experience in building new ventures across the US, Europe and Asia. These ventures have included several that have listed in public markets and been sold as well. Her background also includes being on the fund raising side as well as running funds that invest in new and

sustainable ventures. Her academic qualifications include a Master's degree from Harvard University. She currently also is CEO of an early stage biopharma company.

Schedule and Outline

Lesson/ Week	Date	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings & resources)
Week 1		Understand the key reasons/risks that result in ethics based business failures (eg: AI, market conditions, operations, product type, customer base, financials, organization, etc)		
Week 2		Conduct in-depth analysis and learning from failed global and local unethical business cases		
Week 3		Ensure usage of AI is developed based on legal and social responsibility customer & regulatory requirements Understand the tools required to make independent decisions to allow for ethical practices		
Week 4		Build an organization that enables implementation and monitoring of ethical based business practices, including usage of AI to ensure fairness, transparency and privacy Manage product liability risk, including AI required regulatory and customer frameworks, in a growing competitive market/customer environment		
Week 5		Understand and implement government regulatory requirements, including proactive AI based monitoring tools, to ensure long term success Create opportunities for vendors/partners to also implement the same ethical business practices, as needed		
Week 6		Ensure the organization has ethical leadership skills, capabilities and values Detail ethical tracking metrics		
Recess Week				
Week 7		Fieldwork (with ongoing interaction with professor) Identify a new venture/idea Put together the key reasons/risks that could result in ethics based business failures		

Week 8		Field work (with ongoing interaction with professor) Conduct in-depth competitive analysis and learning from global and local ethical and unethical business cases		
Week 9		Field work (with ongoing interaction with professor) Develop a venture plan which ensures AI usage is based on legal and social responsibility customer & regulatory requirements Identify the required processes and tools for such a venture plan		
Week 10		Field work (with ongoing interaction with professor) Develop a checklist for vendors/partners to be assessed by or comply with based on the venture's ethical business practices		
Week 11		Field work (with ongoing interaction with professor) Build an organizational strategic plan and implementation strategy for ethical leadership skills, capabilities and values		
Week 12		Field work (with ongoing interaction with professor) Detail relevant metrics for tracking ethical practices		
Week 13		Final idea presentation (by teams)		