

## CSE332:INDUSTRY ETHICS AND LEGAL ISSUES

L:2 T:0 P:0 Credits:2

**Course Outcomes:** Through this course students should be able to

CO1 :: Define business ethics and the complexities of making ethical judgments

CO2 :: Identify the latest trends and issues in Information technology

CO3 :: Describe various types of funding and schemes for starting up businesses in the IT sector

CO4 :: Explain how to create a strategic business plan

CO5 :: Understand the fundamental aspects of intellectual property rights

CO6 :: Analyze various cyber laws and related semantics in order to deploy security mechanisms in the IT industry

### Unit I

**Ethics** : Definition of ethics, Importance of integrity, Ethics in business world, improving corporate ethics, Ethical decision making, Ethics in information technology, Ethical behavior of IT professional, Supporting the ethical practices of IT users, reasons for ethical problems in business, Wealth, values, and human nature

### Unit II

**Companies** : Introduction to IT and ITES industry (Product based, Services based), Introduction to NASSCOM, STPI, Overview on latest IT projects with global impact, Case study of an IT industry (Product based and Services based), Recent technology advancement, Current affairs related with the IT industry, Diversity in the Workforce

### Unit III

**Government Funding and schemes for Startup** : what are Startups, Startup India benefits, Resources, bank loan for start up business, Start-up India, 10000 startups -A NASSCOM Initiative, Export promotion schemes: Software Technology Parks (STPs), Special Economic Zones (SEZ) Scheme, Laws for Startups

### Unit IV

**Startup in IT** : Planning of startup business in IT sector-Executive summary, General company Description, Products and services, Marketing plan, Operational plan, Management and organization, Personal Financial Statement, Startup Expenses and Capitalization, Financial Plan, Appendices, Refining the Plan, Examples of Successful Start-ups

### Unit V

**Intellectual Properties(IP'S)** : Concept of Intellectual Property, Copyright and Trademark, Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks, Patents, Importance of Patent Information in Business Development

### Unit VI

**Legal, Ethical and Professional issues in Information Security** : Introduction, Law and Ethics in Information Security, Organizational Liability and the Need for Counsel, Policy Versus Law, Cyber Crime, Cyber-crime on the rise, Cyber law of India, Need for cyber law in India

### References:

1. ETHICS IN INFORMATION TECHNOLOGY by GEORGE W REYNOLDS, CENGAGE LEARNING