

## ETHICAL ANALYSIS OF A BUSINESS IDEA

### Context

In this assignment, you must reflect about the ethical aspects of the business idea developed for your BDMA joint project (covering the VBP, BDM, SDM and ML courses).

### Ethical Analysis

First, **identify the ethical aspects** that affect your project. To do so, consider all the aspects we discussed during the debates. However, realise that given the specificities of your project, it may happen you need to discuss about other additional aspects. To give you a hint how to **structure** the discussion on the ethical aspects identified related to a business idea, please, check the rubric provided for this assignment. There, you will find the main aspects of a business for which you should consider your position about ethics.

As result, the team must write an, at most, 4-pages report analysing how your project stands for the ethical aspects you identified. Substantiate your answers with documents (e.g., articles, books, webpages or realistic examples) that support your statements.

### Schedule

Upload your report (one per group; clearly identifying at the header the name of all the group members) by the date stated in the “Ethical Analysis” event in the Learn-SQL course. Check the date / hour in the deliverable event.