

Name: _____

Date: _____

Entrepreneur Ethics

Case Study

Ethics in Entrepreneurship

Amy is a senior in college and wants to start her own business selling baked goods when she graduates. She has taken a self-assessment in the past and the outcome showed that she had strengths such as collaboration and follow-through, but that her weaknesses were time management and punctuality. She thinks she can compensate for her weaknesses by developing strategies to reduce her poor time management, such as using calendar tools and setting automatic reminders.

Before starting her business venture, her mother, who has offered to loan her the necessary start-up funds, recommends that she take a risk tolerance quiz. Some of the questions ask Amy to evaluate the levels of risk she can handle, including losing all start-up funds, going into debt, and how she would handle it if the business failed. She is unsure she can handle these risks and struggles with answering the questions honestly. When her mother asks how the quiz went, Amy is tempted to lie and say it went well.



What is the right thing to do? Why is it important to be honest on a self-assessment? What are the risks and benefits Amy may experience as an entrepreneur? How can she minimize or limit her risks?

Answer: