Business

**Week 8: Legal Considerations and Ethics**

* **Objective:** Understand the legal requirements and ethical considerations for starting a business.
* Topics: Business registration, intellectual property, ethical business practices.

**Legal Considerations and Ethics - Lesson 1: Business Registration and Intellectual Property**

**Objective:**

* Learn the basic legal requirements for starting a business, including how to register a business and protect intellectual property.

**1. Business Registration (公司注册)**

* **What is Business Registration?**  
  Business registration is the process of officially signing up a business with the government so it is recognized legally.
* **Why Register a Business?**
  + It makes the business legal and official.
  + It helps protect the business name.
  + It allows the business to get necessary permits (许可证) and licenses (执照).
* **Steps to Register a Business:**
  + Choose a business name.
  + Decide on the business structure (e.g., sole proprietorship, partnership, LLC).
  + Submit forms to the government and pay any registration fees (注册费).

**2. Intellectual Property (知识产权)**

* **What is Intellectual Property?**  
  Intellectual property refers to creations like logos, brand names, inventions, and designs that belong to a business.
* **Why is Intellectual Property Important?**
  + Protects unique business ideas.
  + Prevents others from copying your brand or products.
  + Helps build a strong brand identity (品牌标识).

**Types of Intellectual Property:**

1. **Trademarks (商标):**  
   Protects a business name, logo, or slogan.
2. **Copyrights (版权):**  
   Protects creative works like art, music, and writing.
3. **Patents (专利):**  
   Protects inventions and new products.

**3. Example: Business Registration and Trademark**

Imagine starting a new coffee shop called “Sunny Beans.”

* **Business Registration:** You would register the business name “Sunny Beans” so no one else can use it.
* **Trademark:** You could also trademark the name and logo to prevent other cafes from using a similar look or name.

**4. Activity: Think of a Business and Identify its Intellectual Property**

**Task:** **Use the business idea that you’ve been using and answer the following:**

* + Write down your intellectual property:

**Trademarks (商标):**  
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**Copyrights (版权):**  
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**Patents (专利):**  
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**5. Homework:**

**Task:**  
Think about your business idea and write a few sentences in your own words explaining:

* Why it is important to register the business.
* One way the business can protect its intellectual property.

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**Handout 2: Legal Considerations and Ethics - Lesson 2: Ethical Business Practices**

**Objective:**

* Understand what ethical (道德) business practices are and why they are important for a business.

**1. What are Ethical Business Practices?**

* **Definition:**  
  Ethical business practices mean running a business in a way that is fair, honest, and respectful to others.
* **Why Ethics Matter:**
  + Builds trust with customers and employees.
  + Improves the business’s reputation (声誉).
  + Helps avoid legal problems.

**2. Examples of Ethical Practices**

* **Fair Treatment of Employees (公平对待员工):**  
  Paying fair wages, giving reasonable work hours, and ensuring a safe workplace.
* **Honesty in Advertising (诚实的广告):**  
  Providing clear and truthful information about products and services.
* **Environmental Responsibility (环境责任):**  
  Reducing waste, recycling, and using eco-friendly (环保) materials.

**Example:**  
A clothing store promises that all their clothes are made with eco-friendly materials. They recycle fabric scraps and use packaging that can be recycled. This is an example of an ethical business practice that helps the environment.

**3. Activity: Discuss Ethical Practices in Small Groups**

**Task:**  
In small groups, think about your business. Discuss and say why:

* One way the business can be ethical toward employees.

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* One way it can be ethical toward customers.

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* One way it can be ethical toward the environment.

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