

BUS4023
Management Information Systems
Common Assignment

ANSWER BOOK

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Session no.: 1002

Question No.	Marks
1a	
1b	
2a	
2b	
2c	
2d	
Total	

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Instruction

Please write down your answers into the corresponding answer boxes. Every answer box is expandable.

Case 1

a) What are the possible reasons that Google does not use legal traditions other than patents to protect its intellectual properties related to self-driving cars? Please provide detailed elaborations.

The purpose of Google is protecting its exclusive monopoly on technology about self-driving and ensure that Google's potential applications and benefits of this technology will not be taken away by rival Uber.

Copyright grants Google rights that its intellectual properties cannot be copied by others without its agreement for 95 years. However, the copyright only protect entire or part of programs, so-called the manifestation in a work, the underlying ideas behind a work is not protected. In this case, when Anthony Levandowski left Google and worked for Uber, he can easily build self-driving program that follow the same technology he sued in Google without infringing on a copyright. It is also hard for Google to legally prove that the new project developed by Uber completely copied Google's technology.

Patents has the similar function as copyright, but it is used to grant the owner an exclusive monopoly on the ideas behind an invention for 20 years. Once the technology belongs to Google is passing the stringent criteria of originality, novelty, and invention, even ideas, concept, code and design behind its technology can be protected by the law. It works better than the copyright law because it is difficult to identify whether Uber copied the manifestation in the self-driving technology or not, but it can be easy to find Uber has employed Google's former employee and applied its own ideas and designs into Uber's self-driving project.

Trademarks only works when others trying to copy or pirate the marks of Google. It cannot protect a specific Google invention from being stolen.

Trade secrets gives protection to both ideas and manifestation, but it can be a very tenuous protection if the owner of protected intellectual properties cannot bind employees and customers with nondisclosure agreements and prevent the secret from falling into the public domain. Now the employee of Google has already left Google with the technology, Google's best choice is applying patent lawsuit against its former employee and ensure he won't disclosure the technology. Another reason for not using trade secret is that Google needs to disclose some technical details in the court as

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evidence accusing Uber of infringing their property rights, which actually increases the risk of leaking trade secrets.

b) Assuming that Anthony Levandowski has really stolen Google's self-driving car-related intellectual properties, please use the SIX candidate ethical principles to tell if Anthony's action is ethically acceptable.

1. The golden rule: It requires us to think in other people's standpoint. When Google filed a lawsuit against Anthony for the purpose of protecting the interests of the company. For the same reason, Anthony left Google with his technology seeking better personal development opportunities and benefit realization. In this regard, this behavior is actually acceptable.

2. Immanuel Kant's categorical imperative. Assuming that everyone stole the intellectual properties, organizations and the whole society will worse off since the right and interest of creators cannot be protected. Therefore, it hurts the motivation for innovation. So, it is ethically unacceptable.

3. Slippery slope rule: If Anthony steals Google's intellectual properties over and over again, Google's driverless project will not be able to proceed, because their technology will be leaked and imitated at any time, and the R&D personnel participating in the project cannot guarantee the return they deserve. So, it is ethically unacceptable.

4. Utilitarian principle: As rational people, we make choice to maximize our utility with constraint. We can see both Anthony and Google put their own interests to the highest rank, but Anthony has not understood the consequences of stealing Google's intellectual properties. So, it is ethically unacceptable.

5. Risk aversion principle: Anthony should avoid such an action that has extremely high failure costs. Even stealing intellectual properties can generate high payoff, the risk is high and the consequence is serious: imprisonment and fines. So, it is ethically unacceptable.

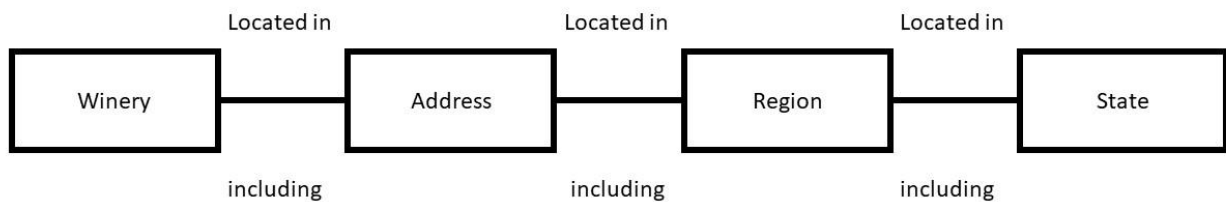
6. Ethical no-free-lunch rule: Now the intellectual properties is useful to Anthony and he should not enjoy it for free. So, the behavior of stealing is ethically unacceptable.

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Case 2

a) Please draw the entity-relationship diagram to illustrate the relationship(s) between/among the entities in the above database.



b) Please list any *TWO* attributes of the Region Table.

The attributes are characteristics on which describing the region, such as region name and state.

c) Please list the primary key and foreign key of the Winery Table.

The primary key is Winery ID which provides unique identifier for all the information in any row of the table. The foreign key is region ID which is used to connect to the region table.

d) DBMS users for large and midrange computers, such as DB2, Oracle, or SQL Server, would employ SQL to retrieve the information they needed from the database. Display the results of the below SQL statement: *SELECT Winery_name, State FROM Winery, Region WHERE Winery.Region_ID = Region.Region_ID*

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Winery_name	State	
Moss Brothers	Western Australia	
Hardy Brothers	South Australia	
Penfolds	South Australia	
Lindemans	Victoria	
Orlando	South Australia	