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INTRODUCTION

Ethics, originating from the Greek term "ethos" signifying "way of living," is a subdivision of philosophy focused on human behavior, particularly the actions of individuals within society. This field explores the logical basis for our moral assessments, delving into concepts of right and wrong, justice and injustice. (Treasury Board of Canada Secretariat, 2015) Adhering to a strict code of ethics in software engineering is crucial for several reasons. Firstly, it ensures that software engineers create products that benefit the public, considering the impact of their work on people's lives and avoiding intentional harm. Secondly, it helps software engineers meet professional standards and encourages them to critically assess the ethical implications of their projects, fostering a sense of responsibility and accountability. Lastly, following ethical guidelines ensures the provision of high-quality software that meets specifications, safeguards privacy, and does not harm the environment, benefiting society as a whole. Overall, software engineering ethics are essential for creating software that positively impacts individuals and upholds professional standards. (BrierCook, 2022) In this assignment, the topics of privacy concerns, intellectual property rights, and their impact on society will be examined.

PRIVACY CONCERNS

In today's world, social media apps have become a daily habit for many people. While these apps are free, users actually pay with their personal information. For example, Snapchat collects data such as user names, location, and friend connections, which is stated in their privacy policy. This data is used for targeted advertising, as it allows advertisers to reach specific audiences with personalized ads. It's important for users to understand the implications of sharing their information and to review privacy settings regularly. Striking a balance between personalized experiences and user privacy is a challenge, but with awareness and proactive decision-making, individuals can navigate social media while safeguarding their privacy.

The significance of data privacy has risen considerably in the realm of software development. With the intersection of consumer rights and the rising occurrence of data breaches, it has become crucial for businesses to handle customer information appropriately to ensure success. Failing to comply with data privacy regulations can result in financial losses, wasted time, damaged to reputation, and numerous other negative consequences for your business. (MercuryWorks, 2022) In this Student Business System, data collection from the user includes personal information, financial data, and other relevant details. The collection of personal information is necessary during the signup process, while financial data is required for payment purposes. The potential privacy risks associated with the collection and utilization of this data can pose harm to the user. For instance, if financial data were to be leaked, it could result in monetary losses for the user.

In Malaysia, the Personal Data Protection Act (PDPA) 2010 plays a pivotal role in protecting user privacy. It sets out several key principles that organizations must adhere to when processing personal data. These principles include:

1. General Principle: The PDPA outlines the rights and obligations of data users when processing personal data.
2. Notice and Choice Principle: Data users are required to inform individuals in writing about the processing of their personal data. This includes informing individuals about the purposes of data collection and processing, their rights to access and correct their data,

contact information for inquiries or complaints, third parties with whom the data may be shared, and the option to limit data processing.

3. Disclosure Principle: Data users must obtain consent from individuals before disclosing their personal data to third parties, except for the original purpose for which the data was collected.
4. Security Principle: Data users must implement practical measures to protect personal data from unauthorized access, disclosure, modification, or destruction.
5. Retention Principle: Personal data should not be retained for longer than necessary for the purpose it was collected.
6. Data Integrity Principle: Data users are responsible for ensuring the accuracy, completeness, and up-to-date nature of the personal data they process.
7. Access Principle: Individuals have the right to access their personal data held by data users and request corrections if needed.

The development of the Student Business System for a college should address privacy concerns by incorporating principles from the Personal Data Protection Act (PDPA) 2010. These principles include the General Principle, which emphasizes lawful and fair processing of personal data with explicit consent. The Notice and Choice Principle necessitates informing individuals about data collection purposes, rights to access and correct data, and options to limit data processing. The Disclosure Principle requires obtaining consent before sharing personal data with third parties. The Security Principle focuses on implementing measures to protect data from unauthorized access or disclosure. The Retention Principle states that personal data should not be retained longer than necessary, reducing privacy risks. The Data Integrity Principle underscores the responsibility to maintain accurate and up-to-date data. The Access Principle grants individuals the right to access and correct their personal data. By adhering to these principles, the Student Business System can address privacy concerns by implementing transparent privacy notices, obtaining explicit consent, securing data, limiting data sharing, conducting regular data reviews, ensuring data accuracy, and providing access and correction options. Such measures foster trust, accountability, and compliance with legal obligations, safeguarding the privacy of students and users of the system.

INTELLECTUAL PROPERTY RIGHTS

Software intellectual property, referred to as software IP, encompasses computer code or programs that are legally safeguarded against unauthorized copying, theft, or any other prohibited usage. The ownership of software IP lies with the company that either developed it or obtained the rights to the code or software. Any unauthorized utilization of software IP by another party is deemed illegal. (thalesgroup) In the realm of intellectual property, there are four primary types of protection:

1. Patents: Software inventions that meet the criteria of novelty, non-obviousness, and industrial applicability may be eligible for patent protection. This grants the owner exclusive rights to the invention for a specified period, typically 20 years.
2. Copyrights: Software code, being an original work of authorship, automatically receives copyright protection. This grants the owner the exclusive rights to reproduce, distribute, display, and modify the code for a specific period, generally the author's lifetime plus 70 years.
3. Trademarks: Software products or brands can be protected by trademarks, which are distinctive symbols, names, or logos used to identify and distinguish the software in the marketplace. Trademark protection helps prevent unauthorized use of similar marks that may cause confusion among consumers.
4. Trade Secrets: Software companies can also protect valuable trade secrets related to their software, such as algorithms, formulas, or proprietary processes. Trade secret protection relies on maintaining the secrecy of the information through confidentiality measures and non-disclosure agreements.

These four types of intellectual property protection play a crucial role in safeguarding software innovations and creations, enabling companies to protect their investments, maintain a competitive edge and encourage further advancements in the software industry.

Developing a comprehensive Student Business System for College involves considering the importance of intellectual property rights. As the creators of this innovative system, it is crucial for the college to protect its intellectual property. This includes safeguarding the unique software code, design elements, and functionalities that make up the system. By applying for patents where

applicable, the college can ensure that its novel technological solutions and processes are protected from unauthorized use or replication by other institutions. Copyright protection can safeguard the originality of the system's documentation, user interface and any other creative elements. Additionally, trademarks can be employed to protect the branding and name associated with the Student Business System, preventing confusion among users and distinguishing it from similar offerings. By understanding and leveraging intellectual property rights, the college can safeguard its investment in developing the Student Business System, foster innovation and establish a competitive advantage in the education technology sector.

EFFECTS ON SOCIETY

In today's dynamic and competitive world, empowering students with entrepreneurial skills and providing them with opportunities to engage in commerce is crucial. The development of a Student Business System for colleges not only streamlines administrative processes but also has far-reaching effects on society. This chapter explores the societal impact of a Student Business System and highlights its contributions to entrepreneurship, economic growth, skill development, collaboration, and social responsibility.

The implementation of a Student Business System encourages an entrepreneurial culture within the college community. By providing a platform for students to register their businesses, it becomes a catalyst for innovation and creativity. Students are inspired to explore their entrepreneurial potential and transform their ideas into viable ventures. This fosters a spirit of innovation that extends beyond the classroom and contributes to the growth of a vibrant startup ecosystem within the college.

The Student Business System plays a significant role in stimulating economic growth and creating job opportunities. As students establish and operate their businesses through the platform, it leads to economic activity within the college's vicinity. These student-led ventures contribute to the local economy by generating revenue, attracting investments, and creating employment opportunities. This economic growth has a ripple effect, benefiting the wider community and contributing to overall prosperity.

Engaging in business activities through the Student Business System offers students invaluable practical experience and skill development. By running their ventures, students gain hands-on experience in various aspects of business, such as marketing, finance, customer service, and project management. These real-world experiences complement theoretical knowledge acquired in classrooms, equipping students with practical skills that enhance their employability and prepare them for future careers or entrepreneurial endeavors.

The Student Business System serves as a hub for networking and collaboration among students. It brings together aspiring entrepreneurs, mentors, and potential partners or investors within the college community. Students can leverage the platform to connect with like-minded individuals, share experiences, and form partnerships. This collaborative environment nurtures

knowledge-sharing, mentorship, and the exchange of ideas, promoting a culture of collaboration and innovation within the college.

The businesses registered through the Student Business System have the potential to make a positive social impact. Students may develop ventures that address social or environmental challenges, contribute to local community development, or support charitable causes. The platform provides an avenue for students to integrate social responsibility into their business models, fostering a sense of ethical entrepreneurship. This focus on social impact creates a culture of giving back within the college and inspires students to create ventures that drive positive change in society.

As students graduate and transition into professional life, the Student Business System continues to support their entrepreneurial journey. It serves as a platform for alumni to stay connected, share experiences, provide mentorship, and offer business opportunities. The strong alumni network facilitated by the system contributes to the long-term sustainability and growth of the college's entrepreneurial ecosystem. Alumni support and engagement foster a sense of community and collaboration, nurturing a supportive network for aspiring entrepreneurs beyond their college years.

The societal impact of a Student Business System in college is profound. By fostering entrepreneurship, stimulating economic growth, developing essential skills, promoting collaboration, and encouraging social responsibility, the system empowers students and contributes to the overall advancement of society. It nurtures a culture of innovation and equips students with the tools they need to succeed in the ever-evolving business landscape. As colleges embrace and implement such systems, they pave the way for a brighter future, where young entrepreneurs thrive and make meaningful contributions to their communities and beyond.

CONCLUSION

In conclusion, this report has explored the importance of ethics in software engineering, specifically focusing on privacy concerns, intellectual property rights, and the societal impact of a Student Business System in colleges. It highlights the need for software engineers to adhere to ethical guidelines to create products that benefit the public and meet professional standards. Privacy concerns emphasize the significance of understanding the implications of sharing personal information and implementing principles from the Personal Data Protection Act (PDPA) 2010 to safeguard user privacy. Intellectual property rights play a crucial role in protecting software innovations, and colleges can leverage patents, copyrights, trademarks, and trade secrets to establish a competitive advantage and foster innovation. The societal impact of a Student Business System is profound, as it encourages entrepreneurship, stimulates economic growth, develops essential skills, promotes collaboration, and encourages social responsibility. By implementing such systems, colleges empower students and contribute to the overall advancement of society.

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