



CONSIDERING CONFIDENTIALITY AND IP

Course No: ETH105

Instructor: Mark S. Putnam, M. Ed.

Description: This course covers the fundamentals of confidential information, propriety information, intellectual property (IP), copyright, and gathering competitive information.

Background: The heart of a company's financial success often depends on its ability to keep its innovations, ideas, formulas, and financial and other private information away from competitors. Every employee at every level of a company has knowledge of some kind of private company information that must be kept confidential. As part of an ongoing relationship, there is a level of trust and confidence between the employee and the employer. This course provides the basic information employees need to understand and protect confidential information and intellectual property as well as copyright basics and gathering competitive information.

Objectives:

- Know different types of proprietary information, confidential information, and intellectual property (IP).
- Guard against inappropriate use of confidential information.
- Know the proper way to discuss and share information.
- Understand the ramifications for misuse of proprietary information.
- Understand the employee's responsibility for caring for confidential information and IP.
- Know the basic principles of copyright, including infringement, exceptions, and fair use.
- Know ethical principles for gathering competitive information and learn strategies to defend you company.

Required Reading: "Considering Confidentiality" by Mark S. Putnam

Course Length: 2 hr. 15 min.

Prerequisites: ETH101, Ethical Decision-Making Skills (recommended)

Points Possible: 160

Passing Score: 75%

**Activities:**

Activity: Employee Trust Inventory
Activity: Workplace Trust Inventory
Activity: Kinds of Confidential Information
Activity: Kinds of IP
Activity: Getting the Goods
Activity: Security Checklist

Content Tests: These tests contain True/False and multiple choice questions based on the Course Content in this section. Before taking these tests, please watch the videos and download the Section Outline handout.

Considering Confidentiality and IP 1
Considering Confidentiality and IP 2
Considering Confidentiality and IP 3
Considering Confidentiality and IP 4
Considering Confidentiality in your Job Quiz
Copyright Quiz

Scenario Tests : These tests provide scenarios with up to four possible answers. You may receive between 0 and 10 points each question depending on the appropriateness of your answer. Answers not only require the correct ethical response but also require good judgment, sound reasoning, and a balanced approach to problem solving.

Considering Confidentiality and IP Scenarios - 1
Considering Confidentiality and IP Scenarios - 2
Considering Confidentiality and IP Scenarios - 3
Considering Confidentiality and IP Scenarios - 4