Draft Course Structure + Objectives

1. **Regulating eCommerce**
   - Describe the key technological elements comprising electronic commerce systems
   - Explain the different policy, law and regulatory aspects
   - Describe the issues to be examined in the other modules in the course

2. **The Legal Validity of Electronic Communications**
   - Examine the legal nature of communications
   - Understand the process by which contracts are entered into using electronic commerce systems
   - Be aware of how legal requirements of form may constitute obstacles to reliance on the use of electronic commerce systems
   - Highlight different approaches to law reform designed to facilitate electronic commerce
   - Explain the evidential problems of computer-derived evidence

3. **Consumer Protection**
   - Be able to briefly outline issues in consumer protection law and how they apply to eCommerce.
   - Identify eCommerce specific consumer protection concerns and describe how these have been addressed.
   - Be able to list the information requirements and describe the cancellation right.
   - State the reasons why enforcement of consumer legislation is a problem and identify some solutions.
   - Explain how self-regulation mechanisms can operate.
   - Identify different forms of consumer ADR
   - Be able to define the term "spam", discuss the problems is causes and identify some technical and legal measures to prevent spam

4. **Protecting Intellectual Property Assets**
   - Describe the different forms of intellectual property rights.
   - Be able to identify some of the specific areas of eCommerce that raise issues concerning such rights.
   - Understand the different issues of concern to rights-holders and users
   - Recognise the impact of Internet technology on the protection of intellectual property rights

5. **Content Regulation**
   - Be able to explain problems of applying traditional legal concepts online
   - Have an awareness of liability issues in relation to communication intermediaries
   - Be able to explain how jurisdictional issues can be problematic
• Be able to explain the benefits and drawbacks of some of the alternative methods of internet content control
• Be able to analyse the need for, and scope of, content-related regulations in a national context

6. **Securing eCommerce**

• Be able to understand the importance of Information Security to eCommerce
• Obtain basic knowledge of information security aspects
• Comprehend the essential law and policy aspects of information security
• Be aware of the need for international cooperation and practical measures towards information security

7. **Privacy Online**

• Be able to identify different categories of personal data in a commercial transaction.
• Identify different acts of “data processing”.
• Explain each fair information processing principle.
• Contrast different regulatory approaches to the protection of personal data.
• Apply the fair information processing principles to a case study.

8. **Taxing eCommerce**

• Be able to recognise the difference between residence and source based taxation
• Detail the problems which e-commerce poses to international tax rules
• Be able to identify the key elements the OECD and EC instruments on eCommerce and taxation
• Comment on the benefits and problems which may arise from the instruments

**Target Population**

- Policy makers (government officials) in charge of defining general policy guidelines and elaborating national legal frameworks
- Lawyers involved in electronic commerce issues
- Service providers offering on-line products and services

**Course Duration**

The 8 modules can be delivered in a total of 30 hours, including time for tests, exercises and breaks. In the course of the year, the materials will be converted

**Version**