

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

BUSN 603

COURSE TITLE

LEGAL ISSUES ON THE INTERNET

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course introduces the fundamentals of electronic commerce legal issues. Through theory and hands on application, students will receive an overview of the rights and liability issues faced by Web businesses and users. (FT)

LECTURE/LABORATORY HOURS

50

ADVISORY

NONE

RECOMMENDED SKILL LEVEL

Possess a 10th grade reading level; ability to communicate effectively in the English language; and facility with Macintosh or Windows operating system, ability to use a browser.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self advocacy skills to cope with changing situations in their lives.

COURSE GOALS

Students will learn what issues to consider when using and conducting business on the Web. The student will learn the laws and legal issues facing various types of internet businesses. They will learn the rights, regulations and liabilities of users and Web businesses including expression, telemarketing, contracts, and cryptography.

COURSE OBJECTIVES

Upon successful completion of this course, students will demonstrate through theory and practical application, problem solving, critical thinking, written and oral communication and mathematical ability that they are able to:

1. Describe types of internet business.
2. Describe current electronic commerce law.
3. Describe internet copyright issues.
4. Describe laws supporting internet freedom of expression in the United States.
5. Describe internet regulations in advertising in North America.
6. Describe legal issues involved in telemarketing on the internet.
7. Describe elements of electronic commerce contracts.
8. Describe various methods of payments via the internet.
9. Describe current cryptography technologies.
10. Describe user and business liability on the internet.

SECTION II

COURSE CONTENT AND SCOPE

1. Overview of the Internet and Business
 - 1.1. The internet for commercial transactions
 - 1.1.1. The internet for advertising and marketing
 - 1.1.2. The internet for commerce
 - 1.1.3. The internet for making and receiving payments
 - 1.2. The internet for communications (internal and external)
 - 1.3. Internet for research, development, and the exchange of professional information
2. Introduction to Electronic Commerce Law

COURSE CONTENT AND SCOPE (CONTINUED)

3. Copyrights on the Internet
 - 3.1. Written works
 - 3.2. Musical or audiovisual works
 - 3.3. Images
 - 3.4. Software
 - 3.5. Databases
 - 3.5.1. The principle of protection
 - 3.5.2. Web pages
 - 3.6. The author's rights
4. The Internet and Freedom of Expression in the United States
 - 4.1. The affirmation of freedom of expression
 - 4.2. The limits of freedom of expression
 - 4.3. The user's rights
5. The Internet and Commercial Communications
6. The Internet and the Regulation of Advertising in North America
 - 6.1. Advertising restrictions applicable to the internet
7. Telemarketing on the Internet
 - 7.1. Solicitation via electronic mail
 - 7.2. Internet and offers related to commercial telecanvassing
8. Electronic Commerce Contracts
9. Payments via the Internet
 - 9.1. Payment by credit card
 - 9.1.1. Contractual solutions
 - 9.1.2. Legislative solutions
 - 9.2. The new electronic intermediaries and virtual money
 - 9.2.1. Digicash or e-money
 - 9.2.2. The legal issues raised by the new electronic intermediaries and virtual money
10. Cryptography
 - 10.1. Existing cryptography technologies
11. Liability on the Internet
 - 11.1. Contractual liability
 - 11.2. The user's liability
 - 11.3. Liability of the server and the access provider
 - 11.3.1. Liability invoked by the user
 - 11.3.2. Liability invoked by the author
 - 11.4. The liability of telecommunications operators
12. Evidence
 - 12.1. Authentication of computer documents
 - 12.2. Specific legal regimes

APPROPRIATE READINGS

Appropriate readings may include, but are not limited to, periodicals, magazines, instructor-written materials, manuals, computer based training on CD-ROMS (CBT), Web based training (WBT), instructor selected URLs and other publications related to electronic commerce legal issues.

WRITING ASSIGNMENTS

Appropriate writing assignments may include, but are not limited to, preparing text for an assigned project, keeping a journal on all laboratory and project work, and completing all written assignments.

OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to, reading texts, reference resources or handouts; Internet sites, computer based training on CD-ROMS (CBT), Web based training (WBT), and research as needed to complete projects; and organizing and preparing written answers to assigned questions.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to, analysis and evaluation of reading assigned text and computer based training on CD-ROMS (CBT), Web based training (WBT) materials and utilize this analysis in classroom discussions, writing assignments, and in performing laboratory activities. Students must select and use appropriate methods and materials needed to complete laboratory assignments.

EVALUATION

A student's grade will be based on multiple measures of performance. The assessment will measure development of independent critical thinking skills and will include evaluation of student's ability to:

1. Apply theory to assignments.
2. Complete all lessons, which may include laboratory assignments.
3. Successfully complete all exams, including any online exams.
4. Perform on written, oral, or practical examinations.
5. Contribute to class discussions.
6. Maintain attendance per current policy.
7. Demonstrate ability to work independently and as a team member.
8. Demonstrate troubleshooting skills.
9. Demonstrate ability to help others learn.

Satisfactory completion of the course requires completion of a culminating activity, which may include, but is not limited to:

1. Practical lab projects and cases studies.

Upon successful completion of each individual course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but is not limited to, lecture, computer based training on CD-ROMS (CBT), Web based training (WBT), self-paced lab, demonstration, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips, and guided student job assignments. This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Text:

Business and Law on the Internet, Oliver Hance, ISBN 0-07-025977-1

Supplies:

Pen, journal (composition book), notebook paper and a soft 3-ring binder, or a one-subject 110 sheet college ruled notebook.

Online Video Training:

Lynda.com

VTC.com

Preferred Tool:

Computer that exceeds the recommended system requirements for any software used during course.

Storage: Blank CDs, DVDs, USB drives, etc.

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DATE: May 17, 2000

REVISED BY: Paul Richard

DATE: February 22, 2007

REVISED BY Instructional Services/SLO's Added

DATE March 6, 2014

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog