



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-510b
	part-time studies	-
Course title in English	Legal aspects of e-commerce	
Course title in Polish	Prawne aspekty e-commerce	
Valid from academic year	2025/2026	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	BUSINESS MANAGMENT
Level of education	1st degree
Studies profile	academic
Form and mode of study	full-time programme
Scope	e-commerce
Academic unit responsible for the course	Department of Management and Organization
Course coordinator	r.pr. Oktawia Zarzecka
Approved by	dr hab. inż. Dariusz Bojczuk, prof. uczelni

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		Specialist subject
Course status		Obligatory
Language of instruction		English
Semester of delivery	full-time studies	Semester V
	part-time-studies	-
Prerequisites		Digital economy, Legal grounds for economic activity
Exam (YES/NO)		YES
ECTS		3

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	30				
	part-time					



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student is familiar with the legal forms of business in e-commerce and the principles of running an online shop.	ZB1_W08
	W02	Students will be familiar with the legal conditions for marketing and advertising on the Internet.	ZB1_W08
	W03	The student knows the legal methods of brand protection and how to combat unfair competition in e-commerce activities.	ZB1_W08
Skills	U01	Student is able to create rules and regulations for an online shop.	ZB1_U06 ZB1_U10
Social competences	K01	The student is aware of the importance of respecting legal principles in e-commerce activities.	ZB1_K03
	K02	The student is aware of the need for continuing professional development due to changes in the legal environment.	ZB1_K02

COURSE CONTENT

Method of conducting classes	Course content
lecture	<p>Legal forms of doing business in e-commerce. Basic principles of company law in e-commerce activities. Building and protection of the brand and combating unfair competition in e-commerce activities (trademarks, copyright, image protection). Running an online shop:</p> <ul style="list-style-type: none"> • Rules and regulations of the online shop; • Data protection; • Cookies; • Consumer vs. trader; • Complaints and withdrawals (returns). <p>Marketing and advertising in e-commerce - legal aspects:</p> <ul style="list-style-type: none"> • Newsletter subscription; • Prohibited advertising; • - Organisation of a competition as a form of marketing activity.

METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01		X				
W02		X				
W03		X				
U01		X				
K01						X
K02						X



FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Achieving at least 50% of the marks in the written examination.

STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		30					
2.	Other (consultations, exams)	4					h
3.	Total number of contact hours	34					h
4.	Number of ECTS credits for contact hours	1,4					ECTS
5.	Number of hours of independent student work	41					h
6.	Number of ECTS points that a student obtains through independent work	1,6					ECTS
7.	Workload related to practical classes	0					h
8.	Number of ECTS credit points which a student receives for practical classes	0,0					ECTS
9.	Total number of hours of a student's work	75					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	3					ECTS

W - LECTURE C - CLASSES L - LABORATORY P- PROJECT S - SEMINAR

READING LIST

1. Burnett, Rachel. "Legal aspects of e-commerce." *Manufacturing Engineer* 79.3 (2000): 115-118.
2. Schulz, Andrea, ed. *Legal aspects of an e-commerce transaction: international conference in The Hague, 26 and 27 October 2004*. sellier. european law publ., 2006.
3. Kawa, Arkadiusz, and Magdalena Wałęsiak. "Marketplace as a key actor in e-commerce value networks." *LogForum* 15.4 (2019): 521-529.