

**Duration:** 30 mins

**Course level:** Introductory

**Delivery method:** Online

## Introduction

**Predictions suggest that online shopping expenditure will double to reach £39 billion by 2010.**

Forward-thinking businesses need to make sure their online practices meet all the current legal requirements.

**Legalities of Online Business** explains the legal side of doing business online. Working within the law is an essential part of business success, yet e-commerce is such a new area that many people are uncertain of the legal aspects of online business.

## Who is the course for?

**Legalities of Online Business** is ideal for business owners, managers, marketing personnel and sales teams in small to medium sized organisations, particularly those looking to expand and grow their business online.

This course is aimed at individuals with no previous knowledge of the topic and there are no formal entry requirements. It does not focus on any particular industry or sector, so it is relevant to the widest possible audience.

It provides practical guidelines for business professionals interested in doing business online. Its aim is to communicate relevant information rather than turn participants into online legal experts.

## What will you get from this course?

When you have completed this course you will be able to:

- understand the major regulations that govern online business
- know how to make sure your business complies with the relevant regulations
- describe the lifecycle of a transaction, from the forming of online contracts through to consumer rights regarding cancellations and refunds
- understand the regulations surrounding online advertising and publicity
- the principle components of the Rome I EU legislation.

## Course features

The way the course is structured means you are in control at all times. Simple graphics, examples and diagrams are used to explain or reinforce new ideas. Throughout the course occasional questions ask you to put what you have just learned into practice. The course also contains audio interviews with online legal experts.

In addition, the course contains links to external resources such as codes of practice for online retailers and a guide to distance selling. There are PDF documents you can download for future reference including checklists and course notes.

You can start this course straight away and access it at any time, providing you have access to a computer with an internet connection. The course is available for six months from the date first accessed.

### Other courses you might be interested in

Building Blocks for e-Business  
FrontPage 2000  
e-Marketing

**Course code:** 104121BT001

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