This course provides an overview of legal issues associated with starting a small business including business formation and structure, intellectual property and patents, hiring and managing employees, business agreements and other legal issues facing the new business owner.

**COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:**

1. Analyze and select the proper intellectual property protection for a specific creation.
1. Analyze and select the proper intellectual property protection for a specific creation.

2. Utilize and apply the principles of contract law in the negotiation, execution, and enforcement of business contracts.

3. Analyze and select the proper legal structure for the creation of a small business.

4. Identify regulatory tasks and processes for establishing a new small business.

5. Analyze and apply the principles of employment law in the hiring and employment of staff and/or independent contractors in a small business.

COURSE OBJECTIVES:
1. Analyze and select the proper legal structure for the creation of a small business
2. Identify regulatory tasks and processes for establishing a new small business.
3. Analyze and select the proper intellectual property protection for a specific creation.
4. Utilize and apply the principles of contract law in the negotiation, execution, and enforcement of business contracts.
5. Analyze and apply the principles of employment law in the hiring and employment of staff and/or independent contractors in a small business.

COURSE CONTENT:

LECTURE CONTENT:

A. Selecting the Legal Form of Business
   1. Basic Legal Forms of Business
      a. Sole Proprietorship
      b. Partnership
      c. Corporation
      d. Limited Liability Company
   2. Special Considerations for Small, Start-up Businesses
      a. Pre-Formation Agreements
      b. Corporate considerations
      c. Permitting & Licensing
      d. State of California and Local Requirements, Permits, Fees
   3. Online Businesses
      a. Introduction
      b. Federal Trade Commision Acts
      c. Jurisdiction

B. 1. Overview of Government/Regulatory Processes for Business Start-up (How to steps; Forms; Websites; Fees)
   2. Federal
      a. How to get an Employer Identification Number (EIN)
      b. Patents/Trademark Registration
   3. State (California)
      a. Business Registration Process
      b. Doing Business As (DBA) Process
      c. Permits and Fees
   4. County
   5. City/Local

C. Intellectual Property
   1. Patents
   2. Copyrights
   3. Trademarks
   4. Trade Secrets
5. Personal Liability for Infringement

D. Hiring and Managing Employees and Contractors
   1. Title VII
   2. Discrimination and Harassment
   3. Employment at Will
   4. Workplace Laws
   5. Independent Contractors
   6. Terminating the Employment Relationship

E. Contract Basics
   2. Basic Contract Requirements
      a. Mutual Assent
      b. Capacity
      c. Legality
      d. Statute of Frauds
   3. Contract Performance and Breach
   4. Tort and Criminal Liability

METHODS OF INSTRUCTION:

   A. Lecture:
   B. Online:

INSTRUCTIONAL TECHNIQUES:

Lecture, Discussion, and Project Activity

Presentation materials/slides

Reading assignments from handouts and/or text book.

COURSE ASSIGNMENTS:

   Reading Assignments
      Textbook chapters
      Online resources
      Presentation slides

   Out-of-class Assignments
      Weekly reading
      Online research

METHODS OF STUDENT EVALUATION:

Final Exam
Short Quizzes
Written Assignments
Report
Projects (ind/group)

   Demonstration of Critical Thinking:
      Ability to consider business formation options and determine best choices for a particular type of business.

   Required Writing, Problem Solving, Skills Demonstration:
      Demonstrate understanding of legal and regulatory steps needed to start a business.

TEXTS, READINGS, AND RESOURCES:

TextBooks:

Other:
1. Online educational resources
2. www.michelsonip.com - A free online resource for teaching intellectual property management.
3. Various Handouts

LIBRARY:
- Adequate library resources include:

Comments:

Attachments:
- Attached Files