# Law for Small and Medium-Sized Enterprises (with Workshop - Digital Media Law)

## Prof. Leonardo Bottazzi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with the basics of business operations. The course will analyse not only the Italian legal system, but also the interventions of EU and international systems. The focus of the course is on the business structure in Italy and in Europe, and in particular on small and medium-sized enterprises (including the so-called micro-enterprises). There will be a specific focus on examining new business forms associated with innovation, research and development.

At the end of the course, students will be able to recognise and describe the key characteristics of business forms provided for in the Italian Civil Code, the European classification of SMEs and the requirements of Innovative Start Ups and Innovative SMEs. In addition, they will be able to develop their knowledge of communications law, understand the regulations on new digital media, privacy, and author’s rights, and identify the key trends in business organisation, with a focus on the role played by communication. They will also be able to recognise the strength of each business form in relation to the business target, as well as the relative economic advantages and disadvantages linked to corporate structures of various levels of complexity.

***COURSE CONTENT***

1. Key aspects of civil law and corporate law 2. The legal status of businesses, sole proprietorships, agricultural holdings, commercial undertakings, partnerships, limited companies, and cooperatives; an introduction to collective procedures. 3. Classification of enterprises based on size (micro, small and medium-sized enterprises, large enterprises) 4. Small and medium-sized enterprises in Italian and EU legislation 5. New company forms, start-ups, innovative start-ups, simplified SRLs 6. Business Act in Europe and Italy. 8. Statistical analysis of SMEs in Italy 8. Legislation referring to small and medium-sized enterprises in Italy.

***READING LIST***

Key texts:

For attending students:

1. Course pack divided into different topics, available via the Blackboard platform
2. Should further reading material be required, this will be made available to students on the Blackboard platform.

For non-attending students:

* 1. Coursepack, divided into different topics, that will be made available for students on Blackboard.
  2. Or, alternatively:

AA.VV., *Compendio di Diritto Commeciale,* 23rd Edition, Edizioni Giuridiche Simone, 2019, Part 1: L’imprenditore e l’impresa. Part 2: Le società.

Anderloni -Braga, *Il finanziamento delle Star-up e delle PMI*, Edizioni Pearson, 2019.

***TEACHING METHOD***

Frontal lectures with slideshow presentations.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by oral exam only on the course syllabus.

The exam topics will be based on the material made available to students on the Blackboard platform, so as not to disadvantage non-attending students. The textbook is non-mandatory and can be used by any students who require additional theoretical background.

In the oral exam, students must primarily demonstrate their basic knowledge of the principles presented on the course, and the ability to demonstrate their capacity for making distinctions and applying a logical framework rather than basic knowledge. Students must also be able to demonstrate that they can navigate the topics and essential issues covered during lectures, with a particular focus on recent legislation.

Students will be assessed on: relevance of their answers, appropriate use of specific terminology, ability to structure reasoned and coherent argumentation and ability to identify conceptual links and open questions.

The course syllabus is the same for all students, regardless of class attendance. However, in order to pass the final exam, students will have to study the textbooks indicated in the reading list. If they attend less than 70% of the classes, they will be automatically considered ‘non-attending students’.

The final mark, expressed in thirtieths, will result from the weighted average between the oral exam (80%) and the practical activities (20%).

***NOTES AN*** ***D PREREQUISITES***

Although the course is structured so as to be accessible to students without basic legal knowledge, possession of such knowledge may facilitate learning. In any case, students should be interested in business in its various forms, and be able to understand the ways in which legal systems are set up to implement the productive systems, including in terms of job creation and support for research and development.

There will also be a workshop of "Digital Media Law” sessions held by Antonio Fiorentino.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.

**Digital Media Law - Whit Workshop**

Antonio Fiorentino

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with the key practical skills they need to face the issues related to the management of Information Systems and data digitalisation. At the end of the course, students will be able to protect the information collected in the IT/telematic networks of a company, and face the technical/legal issues related to the management of digital archives, with a focus on the protection of privacy (according to the European regulations introduced by the new GDPR).

***COURSE CONTENT***

* + - 1. The cybersecurity strategy adopted by companies to become GDPR compliant;
      2. Man is the weakest link in the cybersecurity chain. Phishing, BEC, and CEO FRAUD .
  1. The management of web domains and corporate e-mails. Business disputes and litigations.
  2. OSINT and web content management systems.
  3. WEB REPUTATION - brand protection strategies and different types of violation

***READING LIST***

Textbooks of reference:

1. A course pack, subdivided into different topics, will be made available on Blackboard;

2. free online digital tutorials.

***TEACHING METHOD***

Frontal lectures with slideshow presentations.

***ASSESSMENT METHOD AND CRITERIA***

Oral exam, aimed to assess knowledge – also from a practical point of view – of the key concepts explained during the course. In order to prepare for the final exam, all students (including the ones who could not attend classes) will have to study the teaching material available on Blackboard. This means that there will be no distinction between attending and non-attending students. Assessment criteria: accuracy of answers, use of appropriate terminology, ability to make a clear and coherent argumentation, and use of reasoning skills to answer open-ended questions. The final mark, expressed in thirtieths, will result from the average between the oral exam and the practical activities, as indicated by Prof. Bottazzi.

***NOTES AND PREREQUISITES***

Although the course is structured so as to be accessible to students without basic legal knowledge, possession of such knowledge may facilitate learning. In any case, students should be interested in business in its various forms, and be able to understand the ways in which legal systems are set up to implement the productive systems, including in terms of job creation and support for research and development.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.