LSPR Communication & Business Institute

Subject Syllabus

Subject Code : MKTC12

Subject Title : Commercial Law for Marketing

Subject Specification : For students in Marketing Communication Major

Subject Overview : Students learn about the basic aspects of Commercial Law, Business Law, including basic understanding, basic principles and systems so that students are expected to be able to understand legal issues in the trade sector. In particular, the provision of this course is also intended to provide students with an understanding of aspects of contract law in trade, laws governing subjects or traders, laws governing trade intermediaries, and payment issues in trade transactions.

Course Objectives :

1. Students understand the legal basis of the agreement
2. Students are able to distinguish the forms of business entities.
3. Students understand Limited Liability Companies.
4. Students are able to distinguish intellectual property rights.
5. Students understand legal liability of advertising businesses for advertising products.

Course method **:** lecturing, case study, discussion

Learning Outcomes:

1. Knowledge : know how to explain all kind of business law in Indonesia.
2. Skills : Fluent in making simple contracts, simple subpoena and able to differentiate various types of business entities.
3. Attitude : discipline, cooperative, and appropriate communication.

Course content :
This course will be delivered in 16 sessions as follows:

Week	Topic
1	Introduction: Definitions and Concepts
2	Forms of Business Entities
3	Introduction to Agreements & Contracts
4	Forms of Cooperation in Business Activities
5	Intellectual Property Rights
6	Introduction to Trademarks
7	Review for mid test
8	**Mid Examination**
9	Electronic Information & Transaction Law
10	Consumer Protection Law
11	Employment Law
12	Insurance Law
13	Alternative Legal Dispute Settlement
14	Legal Liability of Advertising Businesses For Advertising Products
15	Review for final test
16	**Final Examination**

Grading System

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final

examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction: Definitions and Concepts	a. Definition of Law and Legal Purpose b. Understanding Economics and Business c. Understanding Commercial Law and Business Law d. Commercial Law Resources e. Definition of Subject, Object, Occurrence / Events, Legal Actions and Relationships f. General Principles in Law	Lecturing
2	Forms of Business Entities	a. Private Business 1) Sole Proprietorship 2) Civil Guild 3) Firm (Fa) 4) CV (Commanditaire Vennottschap) 5) Limited Liability Company (PT) 6) Cooperative b. State Enterprises (Definition, Regulation, Establishment, Classification) c. Business Legality Licensing Agency d. Bookkeeping and Company Registration Mandatory	Lecturing and discussion
3	Introduction to Agreements & Contracts	a. Meaning of Agreement b. Subject and Object of the Agreement c. Principles in Covenant Law d. Terms of the validity of the agreement e. Agreement Forms f. Agreement Drafting/ Contract Anatomy g. Default (Breaking Promise)	Lecturing and discussion

4	Forms of Cooperation in Business Activities	a. Understanding Mergers b. Understanding Consolidation c. Understanding Acquisition d. Understanding Joint Venture	Lecturing and discussion
5	Intellectual Property Rights	a. Copyright b. Trademarks c. Patent d. Industrial Design e. Integrated Circuit Layout Design f. Geographical Indications g. Trade Secrets	Lecturing and discussion
6	Introduction to Trademarks	a. Importance of Brand b. Brand Function c. Legislation related to Trademark. d. Period of Trademark Protection	Lecturing
7	Review for mid test	Review for Mid Test	Lecturing and discussion
8	**Mid Term Examination**		
9	Electronic Information & Transaction Law	a. Definition of Electronic Information & Transaction Law b. Legislation related to Electronic Information & Transaction Law c. The Purpose of Electronic Information & Transaction Law d. Understanding Defamation	Study case and discussion
10	Consumer Protection Law	a. Parties in consumer protection b. Principles of Consumer Protection c. Purpose of Consumer Protection d. Consumer Right & Obligation	Lecturing
11	Employment Law	a. The History of Employment Law b. Understanding Internship Rights & Obligations c. Understanding Religious Holiday Allowances d. Understanding Forms of	Study case and discussion

		Employment Agreement e. Understanding Company Regulation f. Understanding Termination of Employment g. Understanding severance pay, service award money & compensation money.	
12	Insurance Law	a. Definition of Insurance b. Insurance Arrangements c. Insurance company d. Insurance Business Activities e. Insurance Agreement f. Policy	Lecturing and discussion
13	Alternative Legal Dispute Settlement	a. Definition of Outside Business Dispute Resolution Court b. Negotiation and Mediation c. Arbitration 1) Definition of Arbitration 2) Legal Basis and Reasons for Choosing Arbitration Board 3) Forms of Clauses in the Agreement Arbitration 4) Forms of Arbitration 5) Execution of Domestic Arbitration Award and Foreign Arbitration	Lecturing
14	Legal Liability of Advertising Businesses for advertising products	a. Definition of Outside Business Dispute Resolution Court b. Negotiation and Mediation c. Arbitration 1) Definition of Arbitration 2) Legal Basis and Reasons for Choosing Arbitration Board 3) Forms of Clauses in the Agreement Arbitration	Study case and discussion

		4) Forms of Arbitration 5) Execution of Domestic Arbitration Award and Foreign Arbitration	
15	Review for final test	Review for Final Test	Lecturing and discussion
16	**Final Examination**		

Guidelines

Midterm Exam Guideline **:** Written/Presentation/Projects

Final Exam Guideline **:** Written/Presentation/Projects

References

1. Abd Ghadas, Zuhairah Ariff, Kurniawan, Faizal, & Abdul Razak, Farihana. (2021) Introduction to Commercial Law in Comparative Perspective Indonesia and Malaysia. Surabaya: Airlangga University Press.
2. Badarus Syamsi, Achmad. (2020) Buku Ajar Hukum Dagang. Malang: CV Literasi Nusantara Abadi.
3. M. Ramli, Ahmad, et al. (2021) Perlindungan Kekayaan Intelektual Dalam Pemanfaatan Teknologi Di Saat Covid-19. Jurnal Penelitian Hukum De Jure.
4. Nachrawi, Gunawan (2020) Hukum Kontrak Komersial. Bandung: CV Cendekia Press.
5. Purba, Bonaraja, et al. (2021) Hukum Komersial Teori, Konsep dan Gagasan. Medan: Kita Menulis Press.
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7. Simatupang, Taufik H. (2017) Sistem Hukum Perlindungan Kekayaan Intelektual Dalam Rangka Meningkatkan Kesejahteraan Masyarakat. Jurnal Penelitian Hukum De Jure.
8. Windiantina, Wiwin W, et al. (2022) Hak Kekayaan Intelektual Dalam Perspektif Hukum dan Manfaatnya Bagi Masyarakat. Jurnal Pengabdian Kepada Masyarakat.
9. Yudha Hernoko, Agus. (2019) Hukum Perjanjian Asas Proporsionalitas dalam Kontrak Komersial. Jakarta: Prenada Media.

Prepared by:	Checked by :
Dr. Danu Ega, S.H., M.H., M.I.Kom.	**Sri Ulya Suskarwati, S.E., M.Si.** Head of Communication Science Study Programme
Reviewed by :	Approved by :
Mikhael Yulius Cobis, M.Si., M.M. Dean of Communication Faculty	**Dr. Janette Maria Pinariya** Vice Rector