Module title	Abbreviation
Data Privacy and IT-Law	12-ITRW-242-m01

Module coordinator	Module offered by
Holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	

Contents

Data protection law:

The course provides a systematic overview of key aspects of German and European data protection laws specifically in relation to IT and internet issues. The course will use numerous practical examples and exercises from the areas of IT and internet to illustrate the respective contents.

Outline of syllabus:
· Principles and historical development of data protection law
· Legal goals of data protection law
· Statutory powers for data use
· Privacy policy regarding IT and internet issues
· Privacy regarding IT outsourcing
· Privacy and marketing
· Consequences of data breaches
· Rights of the person concerned
· Employee data protection
· Outlook on the forthcoming EU Data Protection Regulation

Media law:

The course will first address the classification of the two areas of law in the legal system. In the section on media law, the course will focus on the basic principles of the right to report (press freedom, moral rights) and internet law. In addition, the course will discuss the basic principles of copyright with its manifestations in IT law. The section on trademark law will include a comprehensive overview of the law of intellectual property (patents, design rights, competition law aspects). This section will focus on the core area of trademark law: registration of trademarks, delineation of brands and trademarks, protection of trade marks, infringement of trademarks and law enforcement. The course will mainly work with cases.

Intended learning outcomes

Data Protection Law:

After completing the course, the students will be able to

1. provide an overview of key aspects of the german and european data protection lay with practical examples.

Media Law:

After completing the course, the students will be able to

1. classify the two areas of law in the legal system,
2. reflect the principles of the law of reporting (press freedom, moral rights) and Internet Law,
3. constitute the basics of copyright and its manifestations in IT Law and
4. give an overall view of the law of intellectual property (patents, design rights, competition law aspects).

Courses (type, number of weekly contact hours, language — if other than German)
V (2)   Module taught in: German and/or English
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes)   Assessment offered: In the semester in which the course is offered   Language of assessment: German and/or English   creditable for bonus
Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor' degree (1 major) Business Information Systems (2024)   Bachelor' degree (1 major) Business Management and Economics (2024)