

Program Name	Legal Essentials
Level	N/A
Pre-Requisite(s)	N/A
Recommended WPE Programs To Have Completed Prior to Starting this Program	N/A
Total Hours	40
Description	Legal Essentials is the ideal program for any business owner who wants to understand the legal implications of various aspects of a business. From understanding what makes a contract legally enforceable, identifying potential issues with business contracts , constructing a client contract or contractor template, and constructing an employment contract to knowing when a change of legal structure is required, how to protect your business assets, the basics of copyright law, and how to legally navigate online marketing and social media, this program is a must.

Learning Outcomes:

- Identify common legal issues for businesses
- Describe what makes a contract legally enforceable
- Explain the benefits of written versus oral contracts
- Identify potential issues with business contracts
- Analyze common business contracts
- List what issues need to be addressed in a client contract in their specific situation
- Construct a client contract from a template
- Identify a process for getting client contracts signed
- Compare the differences in law between contractors and employee
- Construct a contractor agreement
- Construct an employment contract
- Explain the differences between the three legal structures
- Identify an appropriate legal structure for a business at different stages of growth
- Identify when a change of legal structure may be necessary
- Translate legal terminology for corporation/companies
- Identify what business assets are protected by copyright law
- Describe how to protect and enforce copyright laws
- Distinguish copyright infringement from fair use and license
- List the four legal requirements for business websites
- Explain why business websites need a privacy policy
- Create a website privacy policy
- Explain the CASL email marketing rules
- Identify social media marketing risks and ways to limit
- Identify how to use affiliates and contests in online marketing

Standard Topics:

- Essential contracts
- Client contracts
- Hiring contracts
- Legal structures
- Copyright essentials

- Website legal essentials
- Legal considerations for online marketing and social media

Interchangeable Topics:

- Trademark essentials
- Estate planning for business owners
- Insurance and tax
- Commercial leasing and financing
- Buying and selling a business