Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | | **Content** |
| Course title | | Supply chain: Tackling unfair trading practices |
| Organizational unit: | | Faculty of Management |
| Organizational unit where the course is offered: | | Faculty of Management |
| Course ID | |  |
| Erasmus code / ISCED | |  |
| Course groups | |  |
| Period when the course is offered | | 8.03-26.04.2024 |
| Short description | | The course provides an overview of vertical business practices that aim at imposing unfair conditions on another party and usually result from significant differences in bargaining power. Students will acquire insights of legal measures that can be taken by victims of unfair practices. |
| Type of course: | |  |
| Full description | | The course provides an overview of vertical business practices that aim at imposing unfair conditions on another party and usually result from significant differences in bargaining power. Students will acquire insights of legal measures that can be taken by victims of unfair practices. Participants will gain an overview of the latest trends and challenges shaping the supply chain, with a specific focus on food supply chain. This include, analysis of unfair trading practices supported by case law from EU Members States. Unfair trading practices will extend to unfair competition and prohibited conduct in the form of trade secrets infringements and misleading advertising. The course presents also unfair practices from the consumer perspective, covering topics such as unfair contract terms, influencer marketing or transparency of selling prices. Additionally, the course analyze the prohibited harmful practices in the digital environment. |
| Prerequisites | Formal | - |
| Initial | - |
| Learning outcomes | | K\_U04 (Uses a foreign language at the B2+ level of the Common European Framework of Reference for Languages and specialist  terminology in the field of science of management and quality)  K\_W04 (Has knowledge and in-depth understanding of legal regulations regarding the functioning of the organization and the entire  economy)  K\_U02 (Is able to correctly interpret complex technological, social, political, legal, economic, and ecological processes and phenomena  and their impact on the functioning of the organization and the entire economy, using the appropriate selection of sources.) |
| ECTS credit allocation (and other scores) | | 2 |
| Assessment methods and assessment criteria | | Assessment methods and criteria include:  - students’ presence in the classes (40%);  - active participation in the classes (60%). |
| Examination | |  |
| Type of class | | elective course |
| Sposób realizacji przedmiotu | | remote learning |
| Language | | English |
| Bibliography | | * OECD (2023) Towards resilient food systems, OECD Food, Agriculture and Fisheries Papers, https://www.oecd.org/publications/towards-resilient-food-systems-f7998e46-en.htm; * Knapp M. (2020) Protection of a Weaker Party in Public Interest – Material Scope of the Directive on Unfair Trading Practices in Business-to-Business Relationships in the Agricultural and Food Supply Chain, Public Governance, Administration and Finances Law Review vol. 5(1), pp. 62-72; * Steennot R. (2015) Public and Private Enforcement in the Field of Unfair Contract Term, European Review of Private Law Vol. 23(4), pp. 589-619; * Stuyck J., Terryn E. , Dyck van T. (2006) Confidence through fairness? The new Directive on unfair business-to-consumer commercial practices in the internal market, Common Market Law Review Vol. 43(1), pp. 107-152; * Narciso M. (2022) The Unfair Commercial Practices Directive – Fit for Digital Challenges?, Journal of European Consumer and Market Law * Vol. 11(4), pp. 147 – 153; * Twigg-Flesner C (2018) The EU’s Proposals for Regulating B2B Relationships on online platforms Transparency, Fairness and Beyond, Journal of European Consumer and Market Law Vol. 7(6), pp. 222-233. |
| Internship as part of the course | | - |
| Coordinators | |  |
| Group instructors | | dr Magdalena Knapp |
| Notes | |  |

**B. Detailed data**

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| **Name of the field** | **Content** |
| Group instructors: | Magdalena Knapp |
| Title | dr |
| Type of class: | elective course |
| Learning outcomes defined for didactic method used during the course | K\_U04 (Uses a foreign language at the B2+ level of the Common European Framework of Reference for Languages and specialist  terminology in the field of science of management and quality)  K\_W04 (Has knowledge and in-depth understanding of legal regulations regarding the functioning of the organization and the entire  economy)  K\_U02 (Is able to correctly interpret complex technological, social, political, legal, economic, and ecological processes and phenomena  and their impact on the functioning of the organization and the entire economy, using the appropriate selection of sources.) |
| Assessment methods and assessment criteria for didactic method used during the course | Attendance and active in-class participation |
| Examination for didactic method used during the course | Assessment methods and criteria include:  - students’ presence in the classes (40%);  - active participation in the classes (60%). |
| Range of content | 1. Introduction – overview of supply chain with special focus on food supply chain, identifying latest trends and challenges.  2. Unfair trading practices in food supply chain.  3. The model of enforcement of prohibition of unfair trading practices (examples from Polish and other EU Member States case law).  4. Unfair competition – trade secrets infringements and misleading advertisement.  5. Unfair commercial practices toward consumers (consumer vulnerabilities, unfair contract terms, false marketing, influencer marketing etc.).  6. Price indication – the need for transparency in displaying selling price.  7. Unfair practices in digital markets (analysis of provisions of relevant EU legal acts e.g. DMA, DSA). |
| Didactic methods | Presentation, discussion, individual work, teamwork (e.g. analysis of case law, legal texts or relevant papers on the subject matter) |
| Bibliography | * OECD (2023) Towards resilient food systems, OECD Food, Agriculture and Fisheries Papers, <https://www.oecd.org/publications/towards-resilient-food-systems-f7998e46-en.htm>; * Knapp M. (2020) Protection of a Weaker Party in Public Interest – Material Scope of the Directive on Unfair Trading Practices in Business-to-Business Relationships in the Agricultural and Food Supply Chain, Public Governance, Administration and Finances Law Review vol. 5(1), pp. 62-72; * Steennot R. (2015) Public and Private Enforcement in the Field of Unfair Contract Term, European Review of Private Law Vol. 23(4), pp. 589-619; * Stuyck J., Terryn E. , Dyck van T. (2006) Confidence through fairness? The new Directive on unfair business-to-consumer commercial practices in the internal market, Common Market Law Review Vol. 43(1), pp. 107-152; * Narciso M. (2022) The Unfair Commercial Practices Directive – Fit for Digital Challenges?, Journal of European Consumer and Market Law * Vol. 11(4), pp. 147 – 153; * Twigg-Flesner C (2018) The EU’s Proposals for Regulating B2B Relationships on online platforms Transparency, Fairness and Beyond, Journal of European Consumer and Market Law Vol. 7(6), pp. 222-233. |
| Group limit |  |
| Time span |  |
| Location |  |