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COURSE BROCHURE

Principles of Commercial and Business Law Training Course

7 – 11 June 2027
Amsterdam

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Principles of Commercial and Business Law is a 1-week training course for managers, business owners and non-lawyer professionals, and it ends with a business legal risk checklist for their own unit. Organisations now trade across more partners, platforms and borders, so routine commercial choices carry legal exposure. Jupiter Prime Training presents Commercial and Business Law as practical awareness for people who decide before lawyers are called.

Why Commercial and Business Law Matters Now

Three pressures shape the subject today: managers close deals faster through email and online platforms; suppliers, distributors and agents now act for the business in many markets, extending its liability; and ideas, brands and data have become assets that competitors copy quickly. A business whose managers recognise offers, authority limits and duty-of-care exposure avoids disputes; one that treats law as a specialist afterthought pays in claims, lost rights and strained partnerships. The course rests on general principles shared by most commercial legal systems, described in plain terms rather than through any national statute.

Who Gains Most from Commercial and Business Law

- Line managers who approve supplier and customer agreements
- Business owners who choose company structures and take on partners or investors
- Sales and distribution leads who appoint agents and set trading terms
- Operations managers whose decisions create duties to staff and clients
- Marketing and product leads who create brands, content and designs worth protecting

A management team from one business unit gains most when attending together, because it can agree shared thresholds for when a matter goes to counsel.

Commercial and Business Law Capabilities

Participants learn to read the legal shape of everyday trading choices.

- Assess whether emails, quotes or orders have formed a binding contract — the manager deciding whether terms are already agreed
- Specify the authority given to an agent or distributor and its limits — the business answerable for what the agent signs
- Weigh sole trader, partnership and limited company structures — the owner choosing how to trade
- Apply implied terms on quality, delivery and passing of risk to a sale of goods — the buyer or seller handling a dispute
- Test a planned activity for negligence exposure and liability caps — the operations lead approving it
- Build an escalation rule for when to involve counsel — the legal adviser and the budget holder

Key Commercial and Business Law Terms

- Offer and acceptance — one party proposes definite terms and the other agrees unconditionally, forming a contract.
- Consideration — something of value each party gives or promises in return for the other's promise.
- Apparent authority — the power an agent seems to have to third parties, binding the principal.
- Limited liability — the rule that shareholders risk only their investment for a company's debts.
- Duty of care — an obligation to avoid acts that could foreseeably harm others.
- Intellectual property — rights over trade marks, copyright, designs, patents and confidential know-how.

Commercial and Business Law Day by Day

Day 1: Contracts in Daily Trading

- Offer, Acceptance and Consideration — Spotting When a Deal Becomes Binding
- Battle of the Forms — Whose Standard Terms Govern the Order
- Express and Implied Terms — Reading What the Parties Actually Agreed
- Misrepresentation and Mistake — Grounds for Unwinding a Contract
- Breach and Remedies — Damages, Termination and Specific Performance

Day 2: Agency and Company Structures

- Actual and Apparent Authority — Limits on Who Can Bind the Business
- Commercial Agents and Distributors — Choosing the Right Route to Market
- Sole Trader, Partnership and Limited Company — Liability and Control Trade-Offs
- Directors' Duties in Outline — What Owners Can Expect From Boards
- Shareholder Agreements — Exit, Deadlock and Investor Protections

Day 3: Sale of Goods and Supply

- Implied Terms on Quality and Fitness — Supplier Exposure on Defects
- Delivery, Title and Passing of Risk — Who Bears Loss in Transit
- Retention of Title Clauses — Protecting Unpaid Sellers
- Exclusion and Limitation Clauses — How Far Liability Can Be Capped
- Sector Examples — Retail Supply Chains and Construction Materials

Day 4: Negligence, Liability and Intellectual Property

- Duty of Care, Breach and Causation — Testing Negligence Exposure
- Vicarious Liability for Employees — When the Business Answers for Staff
- Product Liability and Insurance Cover — Allocating Residual Risk
- Trade Marks, Copyright and Designs — Securing Brand and Content Rights
- Confidential Information and Licensing — Sharing Know-How Without Losing It

Day 5: Practising the Business Legal Risk Checklist

- Contract Formation Health Check — Applying Day 1 Tests to Live Deals
- Agent and Structure Review — Applying Day 2 Authority Limits
- Supply Terms Mark-Up — Applying Day 3 Risk and Title Clauses
- When to Involve Counsel — Escalation Thresholds by Value and Risk
- Business Legal Risk Checklist — Contract, Agency, Liability and IP Triggers

Applying Commercial and Business Law After the Course

- Audit three recent supplier or customer deals against the offer, acceptance and battle-of-the-forms tests.
- Agree written authority limits for every agent, distributor and manager who signs on the unit's behalf.

Commercial and Business Law Questions FAQ

What is commercial and business law and why does it matter now?

Commercial and business law is the set of rules governing contracts, agents, companies, sales, liability and intellectual property in trade. It matters now because faster deals and wider partner networks mean managers create legal obligations daily.

Which roles gain most from principles of commercial and business law?

Managers, business owners, sales leads and operations staff without legal training gain most. Their decisions bind the business, so they need to recognise legal risk early.

How does principles of commercial and business law differ from a contract drafting course?

A contract drafting course trains lawyers and specialists to write clauses. This course gives non-lawyers a broad map of contract, agency, company, sales, negligence and intellectual property rules so they can spot risk.

What do you bring back from principles of commercial and business law?

You bring back a business legal risk checklist that flags contract, agency, liability and intellectual property triggers.

Commercial and Business Law: The Way Forward

The business legal risk checklist gives managers one shared test before signing, appointing or launching. Its first use is screening the next supplier or distributor agreement, a decision for the manager and budget holder. After a quarter of use, revisit the escalation thresholds with counsel, since referral patterns show where managers need firmer guidance.