

## Liverpool John Moores University

Title: The Commercial and Legal Environment  
Status: Definitive  
Code: **7002AMP** (127228)  
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering  
Teaching School/Faculty: Engineering

Team	Leader
Kevin Johnston	Y
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**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 22  
**Total Learning Hours:** 200      **Private Study:** 178

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Tutorial	11

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Pitch to a law enforcement agency for consultancy role including project proposal identifying risks and proposing mitigation (equivalent to 2500 words)	70	
Presentation	Presentati	Presentation of personal SWOT, suitability as expert witness showcasing social media presence and episode of video blog (equivalent to 2000 words)	30	

### Aims

*This module complements the technical and practical competencies of the other modules by creating an awareness of the current commercial, legal and regulatory environment of the industry and the agencies which comprise it. It is a vehicle for the exploration, debate and formulation of relevant principles and practice. Additionally it provides space for self-assessment and identification of career opportunities with established organisations and/or freelance work.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Determine the intellectual property issues relating to the acquisition, manipulation and presentation of media assets.
- 2 Evaluate the commercial and contractual issues relating to the acquisition, manipulation and presentation of media assets
- 3 Create and curate a social media presence to market consultancy services

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Report	1	2
Personal SWOT	3	

## **Outline Syllabus**

*Law of title, media assets, ownership and rights, chains of ownership  
Acquisition, licensing, endorsement, sponsorship, merchandising  
Intellectual property law, copyright, trademarks, soundmarks, passing off  
Image rights (face, voice, characteristic movement), European Convention on  
Human Rights (ECHR) Article 8, IP theft, sampling, identity theft, deep fakes, 'digital  
resurrection', avatars*

*Provenance, establishing historic ownership, contested ownership  
Admissibility, authentication, integrity of evidence, chain of custody, metadata*

*Governance, independent oversight, Forensic Science Regulator (FSR), Biometrics  
Commissioner, Surveillance Camera Commissioner  
Quality management, international standards, ISO17025, ISO/IEC 17021-1,  
accreditation bodies, United Kingdom Accreditation Service (UKAS), standard  
operating procedures (SOPs)  
The National Forensic Framework Next Generation (NFFNG),  
Scientific Working Group on Digital Evidence (SWGDE), Technical Working Group  
for the Examination of Digital Evidence (TWGEDE), Law Enforcement & Emergency  
Services Video Association (LEVA), Chartered Society of Forensic Sciences*

*Organisational structure and culture of law enforcement, corporate clients, insurance  
companies, museums, auction houses*

*Law enforcement and justice department procurement, supply chain  
Tendering process (EOI, IFB, ITT, RFD, RFP)  
Contract law, negotiation, conflict resolution, arbitration, service level agreements,  
(SLAs)  
Project management, stakeholder management, risk analysis and mitigation, formal  
report writing*

*Commercial realities, risk and reward, issues in becoming freelance, self-employed  
or setting up a small enterprise  
Analysing market trends, analysing personal strengths, TOWS matrix, identifying  
entrepreneurial opportunities*

## **Learning Activities**

Lectures, guest speaker, research-based tutorials.

## **Notes**

Audio forensics relates to the acquisition, analysis, and evaluation of sound recordings that may ultimately be presented as admissible evidence in a court of law in civil cases (such as fraud, bribery, tax evasion, intellectual property theft and contractual disputes between commercial entities), criminal cases (as diverse as intellectual property theft, murder and terrorism) or as part of an official inquiry into an accident or other civil incident. Most police forces have invested in in-house digital forensics capabilities but the growth in demand means they often use external suppliers when internal resources cannot meet demand or to clear a backlog. The industry is highly specialised consisting of agencies and freelancing consultants who operate and market themselves independently. Understanding the supply chain involved in such forensic outsourcing enables specialists to better negotiate and secure tenders in the industry.