

Syllabus
Sports and Entertainment Business and Law
06555, 07005
Spring 2019

Class Meets: MW 11:00 -12:30, GDC 2.210

Instructor: Steve Wille Email: swille@austin.utexas.edu	Office: BMC 4.340 Office Hours: Wed 3:30-4:30 And by appt.
TA: Kenzie Walker Email: kenziewalker@utexas.edu	Office: BMC Office Hours: And by appt.

Course Description

This class focuses exclusively on sports from a business and legal perspective. Other segments of the entertainment industry are not covered. The course has a business focus and incorporates the most important legal developments that have shaped the sports industry, including labor law, anti-trust law, intellectual property law, contract law, and gender law as well as the systems of self-regulation created by teams, leagues, conferences, governing bodies, and player associations.

Upon completion of this course, students should be able use the comprehensive economic, organizational, legal and political knowledge gained to be able to strategize on behalf of a variety of sports industry stakeholders promoting particular self-interests, often in conflict with other industry stakeholders.

Of particular focus will be developing the ability to maneuver through a constantly changing sports industry environment, impacted by issues such as labor relations, changes in sports gambling regulations, concussion treatment and prevention, changes in media technology, advances in sports analytics, franchise expansion and relocation, college conference realignment and controversial practices of sports equipment companies impacting college recruitment.

The successful learner will be in an enhanced position to navigate within the sports business and media context in a variety of roles.

- Working for a team, league, conference or governing body defining and pursuing its self-interest.
- Working as a sports agent
- Working in sports media as a journalist, producer, programmer, or in sports media sales

- Working for a sports or non-sports corporate brand or agency evaluating sports marketing strategies that may include advertising, sponsorship or endorsement
- A professional athlete seeking to leverage his/her highest value
- A life-long sports fan who wants to understand the off the field forces that impact how sports are organized and presented.
- The casual or non-sports fan curious about why the sports industry attracts so much investment from fans, sponsors, advertisers and media

Some primary skills and attitudes to be developed

- An understanding that sports is a business with nuance and complexity equal to anything created on the field
- The ability within this space, to think critically, analyze situations, consider creative negotiation options and use empathy to understand the self-interest perspective of other stakeholders.

Learning outcomes:

- Use a new level of understanding about stakeholder motivations, organization, politics and economics to analyze complex challenges and forge appropriate solutions.

How will I learn?

- Assigned readings
- On line and in class discussions
- In class lectures and discussion
- Guest speakers
- Written or in class exercises/point of view papers
- One group project

Course Requirements

Required Materials

1) The Business of Sports 3rd Edition by Mark Conrad. Routledge/Taylor and Francis 2017

ISBN: 978-1-138-91319-6 (hbk)

ISBN: 978-1-138-91320-2 (pbk)

ISBN: 978-1-315-69157-2 (ebk)

Digital edition available on Amazon

2) Free Arkive Class Attendance App and Paid Attendance Tracking Feature

Grading for the Course

Exam 1 Mid-Term	150	15%
Exam 2 End-of-Semester	150	15%
Approximately 20 Class Prep Assignments	200	20%
One Group Project	200	20%
POV paper #1	100	10%
POV paper #2	100	10%
Attendance	40	4%
Participation	60	6%
Total	1000	100

Numeric assignment and test scores are posted on Canvas. Final grade calculations resulting in decimals will be rounded up to the next whole number when the decimal is equal to .5 or greater. When the decimal is less than .5 the grade will be rounded down. Final letter grades are recorded as follows:

Grade	Cutoff	Points needed
A	94%	940
A-	90%	900
B+	87%	870
B	84%	840
B-	80%	800
C+	77%	770
C	74%	740
C-	70%	700
D	65%	650
F	<65%	<650

Class Prep Discussions/Quizzes Timing Grading

Up to twenty Class Prep assignments, often in the form of Canvas Discussions or Quizzes will be assigned to prepare you for class discussions. If an amount other than twenty of these assignments is ultimately given, then number actually assigned will be awarded points on a pro-rated basis to total the 200 available points .

The schedule calls for relevant readings to be completed prior to class each Monday. Discussion and Quiz assignments are normally due at 5 pm on the Tuesday of a given week a particular

Comments you make on other students work should be done before 9pm on that Tuesday. This timing will allow time for students to comment on each other's responses and for me review submissions and incorporate them into the class session. If it appears that assigned content is not being read by Monday, we will revert to all reading and assignments due on Monday.

Discussion Rubric

Criteria	0 points	2-6 points	7-8 points	9-10 points
Posting Content	No posting is made in response to posed questions	Response attempts to answer the question but is not specific or is vague	Response addresses the question with thought and clarity	Response addresses the question with thought and clarity and analysis showing depth of understanding from reading material and class content. Uses examples. Responds to one or more classmates discussions with thoughtful or supportive content within 24 by the due date/time

Point of View Papers.

These may be assigned as in class or out of class work. These are an opportunity to display higher level thinking and apply principles discussed.

Attendance Grading

Attendance is required for all class meetings and contributes a potential of 4 points to your final grade. In class assignments will get a score of zero in the case of unexcused absences. For each unexcused absence after the second instance, a student will lose one of the available 4 attendance points. An excused absence is defined as a documented illness, documented University-related absence (sports team travel) and religious holidays (prior notification required). Excused absence for illness requires health provider documentation.

Attendance Recording

Attendance is recorded and maintained in the required free Arkaive app. You are required to purchase the feature that allows you to keep up with your attendance records. Discrepancies must be reported to the TA within a week of the recorded absence in question. Though we often remind students to check in to Arkaive as class begins, the responsibility to check in rests solely with the student. Lack of a reminder is not an excuse for not checking in. The time window to check in to Arkaive may vary throughout the semester at the Instructor or TA's discretion.

Class Participation Grading

Class participation is essential and ranks at the top of factors students use to define a valuable course. Class participation forms part of your grade in this class. Credit for the 6 available participation points is based on your verbal in class participation as judged by the instructor and TA. To insure you receive full credit, you are encouraged to turn in at least 3 Participation 3x5 Note Cards (student should have a supply with them in class) at the end of the class in which they participated.

Cards are to include name, EID, the topic they contributed to and a description of the contribution. Two points will be awarded for each appropriately completed and accepted card up to the 6 point max.

Course Outline/Schedule

Schedule Subject to Change/Notification

All instructions, assignments, readings, rubrics and essential information will be on the Canvas website at <https://utexas.instructure.com>. Check this site regularly and use it to ask questions about the course schedule. Changes to the schedule may be made at my discretion and if circumstances require. It is your responsibility to note these changes when announced in class, by email or Canvas announcement.

Spring 2019 Schedule						
Sports Entertainment Business and Law						
wk	day	mo	date	Topic	Out of Class Activity	Assignments Due
0	w	Jan	23	Course Overview and Expectations		
1	m		28	Topic 1 The Structure of Professional Team Sports	Complete Conrad Chapter 1, Complete Conrad Quiz or Discussion 1	Conrad Quiz or Discussion 1 Due Tues 29, 5 pm
	w		30			Student Bio Assignment Due Wed Jan 30 9 pm
2	m	Feb	4-Feb	Topic 2 The Structure of Individual Sports	Complete Conrad Chapter 2, Complete Conrad Quiz or Discussion 2	Complete Conrad Quiz or Discussion 2, Due Tues Feb 5 by 5 pm
	w		6			
3	m		11	Topic 3 Sports Contracts	Complete Conrad Chapter 5, Complete Conrad Quiz or Discussion 3	Complete Conrad Quiz or Discussion 3, Due Tues Feb 12 by 5 pm
	w		13			
4	m		18	Topic 4 Labor Relations in Sports, Sports Agents	Complete Conrad Chapters 6 & 7 Complete Conrad Quiz or Discussion 4	Complete Conrad Quiz or Discussion 4, Due Tues Feb 19 by 5 pm
	w		20			
5	m		25	Topic 5 Team Relocation and Facilities Issues in Sports	Complete Conrad Chapter 8, Complete Conrad Quiz or Discussion 5	Complete Conrad Quiz or Discussion 5, Due Tues Feb 26 at 5 pm
	w		27			
6	m	Mar	4	Topic 6 The International Sports System	Complete Conrad Chapter 4, Complete Conrad Quiz or Discussion 6	Complete Conrad Quiz or Discussion 6, Due Sun Mar 3 by 5 pm
	w		6	<i>Projected Guest Speaker; Tim Hinchey USA Swimming</i>	<i>Projected Date Group Project to be Assigned</i>	
7	m		11	Review		
	w		13	Exam 1		
	m		18	Spring Break		
	w		20	Spring Break		
				Topic 7 The Structure of College and High School Sports	Complete Conrad Chapter 3, Complete Conrad Quiz or Discussion 7	Complete Conrad Quiz or Discussion 7, Due Tues March 26 by 5 pm
8	m		25			
	w		27			
9	m	April	1	Topic 8 Discrimination in Sports	Complete Conrad Chapter 13, Complete Conrad Quiz or Discussion 8	Complete Conrad Quiz or Discussion 8, Due Tues April 2 by 5 pm
	w		3			
10	m		8	Topic 7 Intellectual Property and Sports	Complete Conrad Chapter 14, Complete Conrad Quiz or Discussion 9	Complete Conrad Quiz or Discussion 9, Due Tues Apr 9 by 5 pm
	w		10	<i>Projected Guest Speaker: Chris Plonsky UT Athletics</i>		
				Topic 8 Sports Gambling	Complete Conrad Chapter 9, Complete Conrad Quiz or Discussion 10	Complete Conrad Quiz or Discussion 10, Due Tues April 16 by 5 pm
11	m		15	<i>Projected Date Group Project Due</i>		
	w		17			
				Topic 9 Performance Enhancing Drugs in Sports	Complete Conrad Chapter 12, Complete Conrad Quiz or Discussion 11	Complete Conrad Quiz or Discussion 11, Due Tues April 23 by 5 pm
12	m		22			
	w		24			
				Topic 10 Sports Injuries or Project Presentations	Complete Conrad Chapter 11, Complete Conrad Quiz or Discussion 12	Complete Conrad Quiz or Discussion 12, Due Tues April 30 by 5 pm
13	m		29			
	w	May	1			
14	m		6	Exam 2 Review	Identify areas you want to reinforce during the review	
	w		8	Exam 2		

Class Policies

Late Work

All late work runs the risk of most likely earning none of the available points for the assignment.

Exceptions will only be made under extreme circumstances. If you turn work in late, do not expect to earn points on it.

Electronic Devices Subject to Banishment

Devices will be allowed as we begin the semester but are subject to being banned if non class use is significant and persistent. Don't be the person who contributes to this action being taken. A lack of involvement in class discussion is the first tell-tale sign that the experts are right. None of us can learn in class and surf at the same time!

Classroom Behavioral Expectations

Any behavior that erodes the experience of other students will be grounds for a student being removed from that class. A pattern of such behavior, including repeatedly showing up late for class or leaving early, lack of participation or preparation, inappropriate use of electronic devices and visible non-engagement, inappropriate talking, etc. will be grounds for the student being dropped from the class.

Course Instructor Survey

Participation in the end of semester Course Instructor Survey is mandatory

University Policies

Academic Integrity

Each student in the course is expected to abide by the University of Texas Honor Code: "As a student of The University of Texas at Austin, I shall abide by the core values of the University and uphold academic integrity." Plagiarism is taken very seriously at UT. Therefore, if you use words or ideas that are not your own (or that you have used in previous class), you must cite your sources. Otherwise you will be guilty of plagiarism and subject to academic disciplinary action, including failure of the course. You are responsible for understanding UT's Academic Honesty and the University Honor Code which can be found at the following web address:http://deanofstudents.utexas.edu/sjs/acint_student.php

Q Drop Policy

If you want to drop a class after the 12th class day, you'll need to execute a Q drop before the Qdrop deadline, which typically occurs near the middle of the semester. Under Texas law, you are only allowed six Q drops while you are in college at any public Texas institution. For more information, see: <http://www.utexas.edu/ugs/csacc/academic/adddrop/qdrop>

University Resources for Students

Services for Students with Disabilities

Services for Students with Disabilities, 512-471-6259 (voice) or 1-866-329- 3986 (video phone). <http://ddce.utexas.edu/disability/about/>

Counseling and Mental Health Center

<http://www.cmhc.utexas.edu/individualcounseling.html>

The Sanger Learning Center

Classes and workshops, private learning specialist appointments, peer academic coaching, and tutoring for more than 70 courses in 15 different subject areas. For more information, <http://www.utexas.edu/ugs/slc> or call 512-471-3614 (JES A332).

Undergraduate Writing Center: <http://uwc.utexas.edu/>

Libraries: <http://www.lib.utexas.edu/>

ITS: <http://www.utexas.edu/its/>

Student Emergency Services: <http://deanofstudents.utexas.edu/emergency/>

Important Safety Information:

If you have concerns about the safety or behavior of fellow students, TAs or Professors, call BCAL (the Behavior Concerns Advice Line): 512-232-5050. Your call can be anonymous. If something doesn't feel right – it probably isn't. Trust your instincts and share your concerns.

Title IX Reporting

Title IX is a federal law that protects against sex and gender-based discrimination, sexual harassment, sexual assault, sexual misconduct, dating/domestic violence and stalking at federally funded educational institutions. UT Austin is committed to fostering a learning and working environment free from discrimination in all its forms. When sexual misconduct occurs in our community, the university can:

1. Intervene to prevent harmful behavior from continuing or escalating.
2. Provide support and remedies to students and employees who have experienced harm or have become involved in a Title IX investigation.
3. Investigate and discipline violations of the university's [relevant policies](#).

Faculty members and certain staff members are considered "Responsible Employees" or "Mandatory Reporters," which means that they are required to report violations of Title IX to the Title IX Coordinator. I am a Responsible Employee and must report any Title IX related incidents that are disclosed in writing, discussion, or one-on-one. Before talking with me, or with any faculty or staff member about a Title IX related incident, be sure to ask whether they are a responsible employee. If you want to speak with someone for support or remedies without making an official report to the university, email advocate@austin.utexas.edu For more information about reporting options and resources, visit titleix.utexas.edu or contact the Title IX Office at titleix@austin.utexas.edu.

The following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.

- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors. Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Link to information regarding emergency evacuation routes and emergency procedures can be found at:

www.utexas.edu/emergency

