

Sport Business Law

SPM5726 | 3 Credits | Spring 2024

Connect with HHP



Course Info

INSTRUCTOR

A. Michelle Clemon, J.D.

Email: michelleclemon@ufl.edu

Preferred Method of Contact: **You may contact me through Canvas or email directly. I will try to respond within 48 hours.**

OFFICE HOURS

On Zoom by appointment on Tuesdays and Thursdays, 1:00 PM-3:00 PM Central Time.

MEETING TIME/LOCATION

Access course through Canvas on UF e-Learning (<https://elearning.ufl.edu/>) & the Canvas mobile app by Instructure

COURSE DESCRIPTION

This course will cover human resources management and employment/labor law, governance in sport organization, event and venue management and marketing management in the context of sport organizations. This course builds on the basic principles of law and legal analysis introduced in Issues in Sport Law and Advanced Sport Law.

COURSE OBJECTIVES

By the end of this course, students will:

- Evaluate legal risk regarding managerial and ownership issues across sports entities.
- Analyze and respond to business law scenarios in sport management.
- Distinguish between workplace scenarios with legal implications that warrant investigation/reporting and those scenarios that do not warrant reporting/investigation.
- Differentiate between trademarks, copyrights and patents and their impact on sports management.

COURSE PREREQUISITES

The prerequisite for this course is SPM6726: Issues in Sport Law. Advanced Sport Law is strongly recommended, but not required.

REQUIRED AND RECOMMENDED MATERIALS

Required Text(s):

1) Moorman, A. M. (Ed.). (2020). Sport law: A managerial approach. Routledge.

Print ISBN: 9780367338503

eText ISBN: 9781000297218

2) Edelman, M., Baker, T., Holden, J., Rosenthal, R. (2022). Esports and the Law: A Game Plan for Business and Legal Trends. American Bar Association.

Print ISBN: 9781639050178

Any other required reading will be shared on Canvas.

COURSE FORMAT

This course is an online course, and all class sessions, assignments, and discussions will be delivered through E-Learning (Canvas). The teaching method in this course is in alignment with how a typical law course is taught, where there are one or two exams designed to assess students' ability to analyze and synthesize fact patterns. Discussion posts are utilized to assess students' understanding of the course content, with an emphasis on the elements of the various statutes covered in the course.

The course has the following elements:

Lectures

The class will include cases, video material, discussion of issues, and occasional visits from executives involved in meaningful decisions affecting the sports business. (The latter are typically people who have cooperated in providing class material.) The course will rely extensively on the discussion method of teaching/learning. Case studies will often be the vehicle for discussion. Lectures will also be employed. See "Course Materials" below for information on the required book and other material.

Readings

Course readings will be assigned for each week, and you will be responsible for material in the readings, even if it is not covered in the lecture. Reading assignments will involve mainly case law. It is important to keep up with the readings so you can learn the key terms and concepts.

Course & University Policies

COURSE INFORMATION AND POLICIES

Please read this syllabus carefully. All quizzes, exams, assignments, discussion posts, and so forth must be turned in by the date listed on the syllabus. Quizzes and exams will only be available on the dates and times listed on the syllabus. Please put the relevant deadlines on your calendar! We will not accept assignments, quizzes, or discussion posts after the posted deadlines.

If personal circumstances arise that may interfere with your ability to meet a deadline, please let us know as soon as possible before the due date. Please keep in mind only university authorized excuses will be accepted, and documentation must be provided. Requirements for make-up exams, assignments, and other work are consistent with [University Policies](#).

Please check the Course Announcements periodically for clarifications as needed.

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The [Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

EXAM MAKE-UP POLICY

NO MAKEUP EXAMS will be given without an excused absence. Exams are to be scheduled and taken on Canvas. Directions for this process can be found on the Canvas course site. A cumulative final exam will be given during the last week of classes.

A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the [Dean of Students Office](#) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment the [Contact My Instructor](#). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO.

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

U MATTER, WE CARE

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be

notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Getting Help

HEALTH & WELLNESS

- [U Matter, We Care](#): If you or someone you know is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member will can out to the student in distress.
- [Counseling and Wellness Center](#): Visit or call 352-392-1575 for information on crisis services as well as non-crisis services.
- [Student Health Care Center](#): Call 352-392-1161 for 24/7 information to help you find the care you need
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.
- [University Police Department](#): Visit or call 352-392-1111 (or 9-1-1 for emergencies).
- [UF Health Shands Emergency Room / Trauma Center](#): For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608

ACADEMIC RESOURCES

- [E-learning technical support](#): Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- [Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.
- [Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring
- [Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers
- [Student Complaints](#) (On-Campus)

OR

[Students Complaints](#) (Online)

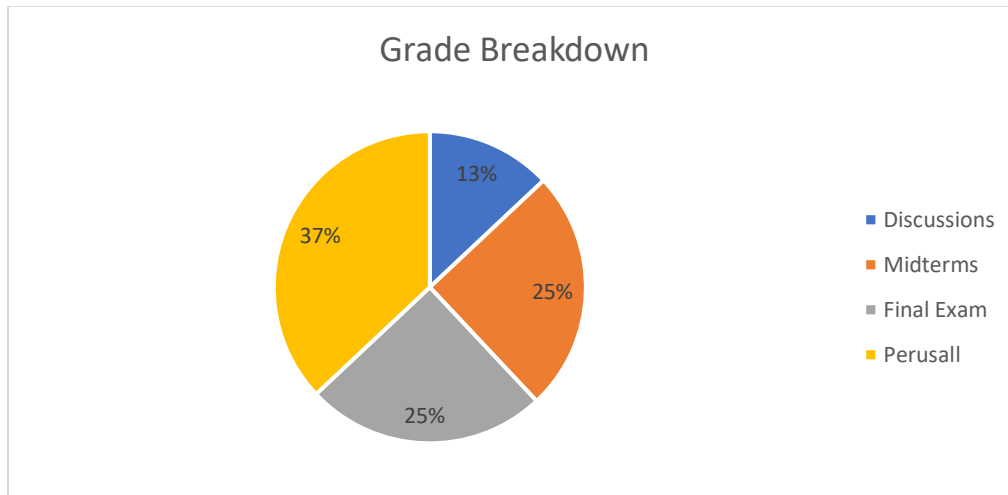
CIVILITY, ACCESSIBILITY AND COMMUNITY RESOURCES

For suggestions or concerns, please reach out to any of the following:

- Dr. Ashley Smuder, APK Culture and Engagement Committee Chair, asmuder@ufl.edu
- Dr. Stephen Coombes, APK Graduate Coordinator, scoombes@ufl.edu
- Dr. Joslyn Ahlgren, APK Undergraduate Coordinator, jahlgren@ufl.edu

Grading

Evaluation Components (number of each)	Points Per Component	Approximate % of Total Grade
Discussion Posts (2)	25 pts each = 50 pts	50/400 (12.5%)
Perusall Assignments (2)	75 pts each = 150pts	150/400 (37.5%)
Midterm Exam (1)	100 pts each = 100 pts	100/400 (25%)
Final Exam (1)	100 pts each = 100 pts	100/400 (25%)



Exams

There will be two exams, one in the middle of the term and the other at the end. The format of the exams will be short answer and essays in which students react to fact patterns. The exam at the end of the term will not be cumulative; it will cover the information taught since the midterm exam. Each exam's content will be based on material from lectures, PowerPoint slides, and other assigned readings (case law and assignments) from the weeks prior to that exam. The grading rubric for the exams will be provided in Canvas. Any missed exam will result in a zero. If you have a conflict (that warrants a make-up) with the exam dates or times, you must e-mail the course instructor at least seven days prior to the exam to request a possible make-up time and date. Please provide specific information for your request. Make-up exams will only be given in the case of an excused absence consistent with [university policies](#).

Discussion Questions and Discussion Boards

Students will take part in two (2) discussions during the semester. See list of deadlines below. Students will be required to make an Initial Post based on the instructions/subject matter but must also post subsequent posts/responses to their group member's posts at least once. Points will be given for your initial post AND your responses to group members. Posts should be well reasoned, articulate, on time, and supported by examples and concepts learned each week. You can respond to your group members with ideas, questions, or your view on their posts. All students are expected to follow rules of common courtesy in email messages, discussions, chats etc.

Perusall Assignments

Perusall is a social learning platform that promotes student learning and engagement by facilitating interactions between students as they respond to annotated content contained within journal articles, videos, podcasts, etc. Students will participate in two (2) Perusall assignments this semester. Students should ask substantive questions, make comments and meaningful respond to the comments of others. Posts should be well reasoned, articulate and on time. All students are expected to follow rules of common courtesy in email messages, discussions, chats etc.

GRADING SCALE

More detailed information regarding current policies can be found in [UF Grading Policies](#).

Letter Grade	Grade Percentage	GPA Impact of Each Letter Grade
A	93-100%	4.0
A-	90-92.9%	3.67
B+	87-89.9%	3.33
B	83-86.9%	3.0
B-	80-82.9%	2.67
C+	77-79.9%	2.33
C	73-76.9%	2.0
C-	70-72.9%	1.67
D+	67-69.9%	1.33
D	60-66.9%	1.0
E	Below 60%	0

STUDENT PRIVACY

There are federal laws protecting your privacy with regard to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

Weekly Course Schedule

Disclaimer: This syllabus represents the tentative plans and objectives for the course. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected. **Accordingly, students should monitor Canvas and rely on it for any updates/changes made to the syllabus.**

MODULE 1: HUMAN RESOURCES MANAGEMENT

Week 1: Employment Law

Reading: Moorman et al., Chapter 5
Assignment: Discussion #1 (Due 1/14/24)

Week 2: Employment Law (Pt 2)
Reading: Moorman et al., Chapter 6

Week 3: The Intersection of HR and Employment Law (Interview of Hibbett Associate Counsel Tamula Yelling)
Reading:

Week 4: Unions and Collective Bargaining
Reading: Moorman et al., Chapter 7; Article: The Contemporary Role of Antitrust Law in the Collective Bargaining Process

Week 5: Wage and Workplace Regulations: FLSA
Reading: Moorman et al., Chapter 9
Assignment: Perusall #1 (Due 2/11/24)

Week 6: Wage and Workplace Regulations: OSHA and Workers' Compensation
Reading:
Articles: OSHA Regulating Pro Baseball Players and Spectators; Dropping the Ball

Week 7: Equitable Organizations
Readings:
Racing for Equity in Professional and Collegiate Sport
Examination of Gender Equity and Female Participation in Sport
Lapchick Report

MODULE 2: INTELLECTUAL PROPERTY AND CONSUMER PROTECTIONS

Week 8: Basics of IP
Reading: <https://www.gardner-linn.com/wp-content/uploads/sites/285/2015/10/Intellectual-Property-Primer.pdf>

<https://www.law.upenn.edu/clinic/entrepreneurship/startupkit/intellectual-property-kit.pdf>

<https://www.stetson.edu/law/conferences/highered/archive/media/IP%20Basics.pdf>

Week 9: **MIDTERM (Available 3/1/24-3/7/24; Due 3/7/24)**

Week 10: SPRING BREAK

Week 11: Sports and Intellectual Property
Reading: Moorman et al., Chapter 18
Assignment: Discussion #2 (Due 3/24/24)

Week 12: Intellectual Property Licensing

Reading: Articles: IP, Licensing and Merchandising in Sports; IP and the Business of Sports Management; Copyright and Related Rights Through Another Perspective; Estimating the Determinants of NCAA Athletic Department Intellectual Property (Trademark) Rights-1.pdf

Week 13: Consumer Protections in Sports

Reading: Moorman et al., Chapters 19

MODULE 3: eSPORTS AND THE LAW

Week 14: Labor and Employment Issues in eSports

Reading: Edelman, et al., Chapter 5

Assignment: Perusall #2 (Due 4/14/24)

Week 15: eSports and Women

Reading: Edelman, et al., Chapter 9

Week 16: **FINAL EXAM (AVAILABLE 4/27/24-5/1/24; due 5/1/24)**