UNIVERSITY OF PENNSYLVANIA
WHARTON SCHOOL

LGST 207-001 — The Sports Industry
Professor Scott Rosner — Phone: (215) 573-0577
Fall 2006 — Office: 654 Huntsman Hall
T/Th 1:30-3 — Office Hours: M 1:30-2:30
e-mail: srosner@wharton.upenn.edu — Classroom: JMHH G50
Asst: Cherly Vaughn-Curry, 600 Huntsman Hall, (215) 898-7688
T.A.:

SYLLABUS

COURSE DESCRIPTION:

This course examines various areas of business and law as they apply to the sports industry. The course provides the student with an overview of the business of the intercollegiate and professional sports enterprises. In addition, the course investigates the business and law-related issues encountered by managers of sport organizations and covers how both business and legal principles can be applied to effectively address these issues.

COURSE OBJECTIVES:

Through classroom presentations, discussions, and completion of course assignments, the student will be acquainted with a varied but limited number of important concepts in the study of business and law as they apply to the sports industry. Special attention is given to the regulation of professional and amateur athletics, the organizational structure of sports leagues and associations, labor-management relations, and the application of business principles to sports.

REQUIRED MATERIALS:

Rosner, Scott and Shropshire, Kenneth. (2004). The Business of Sports. Sudbury, Massachusetts: Jones & Bartlett Publishers. ISBN: 0-7637-2621-4.

Subscription (12 weeks) to *SportsBusiness Journal* (payment due on Thursday, September 14).

Course Materials will also be distributed via class handouts and/or electronically, consisting primarily of the arbitration cases and articles of current interest. Lecture slides for each class are posted on the course website at http://download.wharton.upenn.edu/download/pub/lgst/Srosner/ and clicking on 'LGST 207 Lecture Slides.' Readings that are not in the textbook are available at on the course website at http://download.wharton.upenn.edu/download/pub/lgst/Srosner/ and clicking on 'LGST 207 Readings.' You must have a Wharton account to access course materials distributed via the course website. A Wharton account can be established by going to Computer Services in the Forum of Huntsman Hall.

SUPPLEMENTAL MATERIALS:

Regular reading of newspapers and magazines pertinent to the sports industry is strongly suggested, as a student of sport management should make every attempt to learn about current issues facing sport managers. *Sports Illustrated, The Sporting News, USA Today, Street &*

Smith's SportsBusiness Journal, and *The NCAA News*, as well as ESPN's SportsCenter and HBO's *Real Sports* are all recommended media sources. Helpful websites include: www.espn.com, www.sportingnews.com, sportsillustrated.cnn.com, www.ncaa.org, www.sportsbusinessnews.com, and www.sportspages.com. Access to the www.sportsbusinessjournal.com website is free with your subscription and also contains an archive of past articles.

COURSE METHOD OF INSTRUCTION:
Class sessions will follow a lecture/discussion format. Experiential exercises and case studies may also be used.

GRADING BASIS:

PARTICIPATION	50 points
NEGOTIATION EXERCISE	200 points
MIDTERM EXAMINATION	250 points
FINAL EXAMINATION	250 points

PARTICIPATION:
Students are expected to be prepared for every class. Attendance is not participation! Students should have their table tents displayed in each class. The quality of participation, as reflected in careful reading and thorough analysis of the assigned materials, is important. It is also important to build upon other students' comments. This requires attentive listening. Class participation will be judged on the basis of quality and consistency upon a weekly basis. In addition, the student's participation grade may be negatively impacted by deficient attendance. Students are encouraged to discuss the adequacy of their participation with the professor.

EXAM AND ASSIGNMENT POLICIES:
All examinations must be taken during the scheduled examination time. No make-ups will be given. All examinations will be closed texts and notes. Assignments are expected to be submitted or presented on the assigned due date. Late work and missed presentations will receive a zero.

ACADEMIC HONESTY POLICY
The Wharton School and the University of Pennsylvania are committed to academic honesty. All cases of alleged plagiarism, cheating on examinations, undocumented copying of art, and similar forms of academic dishonesty will be reviewed by the appropriate disciplinary bodies. Please refer to the Student Handbook for guidelines relating to academic dishonesty.

Honesty in all academic work is expected of every student. This means giving one's own answers in all class work, papers, and examinations without help from sources not approved by the professor. Written material is to be the student's own original composition. It is expected that ideas that are taken from articles, books, the internet, etc. will be properly noted in all written papers submitted. It is important to remember that to copy or to paraphrase someone else's work, ideas, or language without proper reference is plagiarism.

COURSE OUTLINE/CALENDAR:
The schedule below is a tentative one and is subject to change. Any changes will be announced to class members.

DATE		READING ASSIGNMENTS
Th 9/7	Course Introduction and Requirements Introduction to Professional Sports	R & S - Preface
T 9/12	Introduction to Professional Sports Ownership	 R & S Chapter 1
Th 9/14	Ownership Leagues – Structure and Background	R & S Chapter 1 R & S Chapter 2
T 9/19	Leagues – Structure and Background	R & S Chapter 2
Th 9/21	Start-up Leagues and Niche Sports	R & S Chapter 11
T 9/26	Leagues: Revenue Sharing and Self-Analysis	R & S Chapter 3
Th 9/28	Leagues: Revenue Sharing and Self-Analysis	R & S Chapter 3
T 10/3	Individual Sports	R & S Chapter 10
Th 10/5	Media	R & S Chapter 6
T 10/10	Media Olympics	R & S Chapter 6 R&S Chapter 13
Th 10/12	Valuation	R & S Chapter 12
T 10/17	Labor Matters: Unions • Artest, O'Neal & Jackson • Terrell Owens v. Philadelphia Eagles	R & S Chapter 8 Posted Readings
Th 10/19	**MIDTERM EXAMINATION**	
T 10/24	No Class – Fall Break	
Th 10/26	Agent Representation of the Athlete	Posted Readings
T 10/31	Labor Matters: Athlete Compensation	R & S Chapter 9
Th 11/2	Labor Matters: Athlete Compensation	R & S Chapter 9
T 11/7	Labor Matters: Athlete Compensation	R & S Chapter 9

Th 11/9	Labor Matters: Athlete Compensation	R & S Chapter 9
T 11/14	College Sports - History and Structure	R & S Chapter 14
Th 11/16	College Sports - The NCAA and Conference Affiliation	R & S Chapter 15
T 11/21	College Sports - The NCAA and Conference Affiliation	R & S Chapter 15
Th 11/23	No Class – Thanksgiving	
T 11/28	College Sports – Member Institutions	R & S Chapter 16
Th 11/30	College Sports – Member Institutions **PLAYER CONTRACT ASSIGNMENT DUE IN CLASS**	R & S Chapter 16
T 12/5	College Sports – Gender Equity	R & S Chapter 17
Th 12/7	College Sports – Amateurism and Reform	R & S Chapter 18

FINAL EXAMINATION IS SCHEDULED ON WEDNESDAY, DECEMBER 13 FROM 6-8 PM, AS PER TENTATIVE UNIVERSITY REGISTRAR SCHEDULE FOR COMMON FINAL EXAMS. NO EXCEPTIONS!

<u>WRITTEN ASSIGNMENTS</u>

NEGOTIATION/ARBITRATION

Students will engage in a negotiation exercise during the semester, the end result of which will be a contract between a real-life team and player in Major League Baseball or representing the aforementioned player or team in a salary arbitration. The student will hand in a paper of 15-20 pages.

Details on this assignment will be provided in greater detail during the semester.