

**LUISS** 

University - Rome

# **Sport Management and Law**

Summer Program - 2024



## General Information

- I Credits: 4 ECTS (one-week program)
- I Hours: 28
- I Course Leader: Prof. Enrico Lubrano
- I Dates: 24-28 June 2024 (TBC)
- I Price: €1290 without accommodation  
€1690 with accommodation

## Course Description

The course introduces students to the interdisciplinary area of sports management and analyzes sports from a managerial, financial, legal and marketing perspective, providing a quantitative and qualitative analysis of the sector. Students will have the opportunity to fully understand what it means to be a sports manager through the participation and experience of those operating in the sector (such as federation officials, managers of sports clubs, sports agents, etc.) and interactive lessons.

## Course Prerequisites

None.

## Course Objectives and Learning Outcomes

At the end of the course, students will be able to:

- I understand the making of business plans and analysis for starting and developing activities in the sports sector;
- I understand the system as a whole, from a legal point of view, with reference to international and national sports regulations and to the management of federations and sports clubs.

## Course Grading

The final grade will be based on an assessment of the level of understanding of the topics covered during the course.

Luiss University does not offer mere Pass/Fail grades or Incompletes, but the following grading system is applied:

| <b>Luiss grades</b> | <b>Definition</b> | <b>US grading system*</b> |
|---------------------|-------------------|---------------------------|
| 30 e lode           | Excellent         | A+                        |
| 30                  |                   | A                         |
| 29                  | Very good         | A-                        |
| 28                  |                   | B+                        |
| 27                  | Good              | B                         |
| 26                  |                   | B-                        |
| 25                  | Satisfactory      | C+                        |
| 24                  |                   | C                         |
| 23                  | Pass              | C-                        |
| 22                  |                   | D+                        |
| 21                  |                   | D                         |
| 20/19/18            |                   | D-                        |
| <18                 | Fail              | F                         |

\*Students are responsible for understanding the Luiss University grading system and their home institution's minimum grade requirement for the transfer of credit. Please note that only grades equal to or greater than 18 will be recorded and reported on the official transcript. Students who obtain a final grade of less than 18 (F) will receive a declaration, issued by the Summer University Office, reporting that outcome.

## Student Assessment

- I Students will be assessed through an oral exam. Each exam will be at the end of the week.
- I The exam will consist of an oral report by the candidate on a topic of his or her choice followed by an oral discussion of topics indicated by the exam commission.
- I The exam dates CANNOT be changed for any reason, so students must organize their personal schedule accordingly.
- I NB: Students with learning disabilities who may need special provisions during exams are required to contact Luiss Summer University staff beforehand.

## Class Participation

Speaking up in class will be highly encouraged and welcomed. It will be expected that students actively listen to their classmates, pay attention and participate in the class through reading assignments, doing homework and contributing to the overall class environment.

Students will be evaluated based on their ability to understand and apply all acquired knowledge to class/team discussions. Each student will be expected to provide opinions and feedback, and to challenge the instructor's and other students' assumptions in a respectful manner. A correct, active and responsible participation is highly recommended as otherwise the final grade will be strongly affected.

# Teaching Methodology

The lessons will reflect a multi-methodological approach, consisting of:

- I face-to-face lectures;
- I reports from those working in the sector;
- I illustration and discussion of specific cases;
- I analysis of slides and other video materials.

## Course readings/resources

Learning materials will be provided in class for free. Buying books or any other teaching materials is not compulsory. All lectures include a perfect blend of applied knowledge, case histories and insights from consulting projects that are perfectly integrated into the traditional business models and frameworks found in articles from top economics and marketing journals.

### Examples of readings used during the course:

- I Bradbury, T., & O'Boyle, I. (Eds.). (2017). *Understanding Sport Management: International Perspectives*. Taylor & Francis.

# Course Schedule

Students should bear in mind that the contents of individual lessons may change slightly depending on the progress of the class.

| Lessons | Content/Topic                                       | Activities |
|---------|---|------------|
|         | Introduction to the course                          |            |
|         | International Sports Legal System<br>AS Luiss       |            |
|         | The activity of a Sports Agent                      |            |
|         | Project creation: how a sports project is developed |            |
|         | Internal communication                              |            |
|         | Management of Human Resources in a Sports Club      |            |
|         | Policies and strategies of the organizations        |            |
|         | Brand and value in sports                           |            |
|         | External communication                              |            |
|         | Merchandising and promotion                         |            |
|         | Business Plan: Market Analysis                      |            |
|         | Cultural and professional training in Sports        |            |
|         | Project Management of Sustainable Sport Events      |            |
|         | Business Plan: Competitive context analysis         |            |
|         | Business Plan: Economic and financial evaluations   |            |
|         | <b>Exam</b>   |            |
|         |   |            |

NB: Should the instructor be unavailable, a substitute will give the scheduled or a prepared alternative lecture at the regular class time.

# Luiss Course Policies

## Attendance Rules

Course attendance is a primary requirement for a responsible learning experience at Luiss University.

- I In order to be allowed to take the exam and to obtain the course attendance certificate, students must attend at least 90% of the hours of lessons and activities set out in the course syllabus.
- I Attendance is counted on a weekly basis.
- I Punctuality is mandatory. Students must arrive in class on time: any lateness, leaving class during the lesson without notice, not showing up on time after the break or leaving early will impact the attendance percentage.
- I Students are responsible for keeping track of their absences and for catching up on any missed work.
- I Make-up classes are always mandatory as part of the course program.
- I For no reason (i.e. religious holidays, travel plans, family matters, etc.) will absences be excused.
- I Students will receive an “F” on each exam they miss.
- I Students who leave Luiss University before the end of the course that they are enrolled in must fill out an Official Withdrawal Request form and return it to Luiss Summer University Office. Students are allowed to withdraw from the courses up to the day before the weekly exam and they will receive an official withdrawal declaration. Students who leave Luiss University without submitting the form will receive an “F” in each non-completed course. In all cases, students will not be eligible for credits nor receive a refund.
- I Students who do not attend more than 10% of hours of lessons and activities set out in the course syllabus will have no credits awarded and, without signing the Official Withdrawal Request Form, will receive an “F” as their final grade.

NB: The onus is on the students themselves to catch up on any missed work and to keep track of their absences/lateness.

## Assignment Submissions

Late submissions of assignments, including papers, are not accepted. If an assignment is submitted after the deadline, the grade for the assignment will be an “F” (0 points), which may adversely impact the final grade of the course.

## Scheduling Conflict

If, on occasion, a class has a scheduling conflict with another class (due to a simultaneously scheduled make-up class, site visit, etc.), the student is required to inform both instructors in advance, allowing them to prepare a formal justification for the class that will be missed. Even though an absence may be excused, students must be aware that there is no possibility of making up any assessed in-class activities they may have missed and no refund will be given for pre-paid visits/field trips.

## Etiquette

- I Electronic devices (cell phones, smartphones, iPods, iPads, laptops, etc.) must be switched off during class, unless otherwise instructed.
- I Students’ behavior must be informed by the principles of dignity, decorum and respect.
- I Students must dress in a sober and dignified manner on university premises, keeping in mind that they are in an academic institution.

NB: Instructors who find that a student’s behavior is inappropriate will seek to talk to him/her immediately. If the behavior continues, the instructor is required to contact the appropriate Luiss authorities.

## Academic Honesty

All student work will be checked for plagiarism.

According to the Luiss Summer University Code of Conduct, “Violations include cheating on tests, plagiarism (taking words or texts, works of art, designs, etc., and presenting them as one’s own), inadequate citation, recycled work, unauthorized assistance or similar actions not explicitly mentioned”. Assignments and projects are specific to individual courses. Therefore, presenting the same work in two different courses (including previous courses) is considered recycling and is unacceptable.

Why is plagiarism bad?

- | It is unethical.
- | The student will fail the assignment and possibly the course.
- | Faculty are required to report it.
- | The student will be put on academic probation.
- | The student might even be dismissed from college.

Bottom Line: Students **MUST** cite the sources that they use!

NB: Should issues on academic dishonesty arise, the faculty members will adhere to the relevant Luiss policy and report any suspected cases to the Luiss Course Leader for disciplinary review.

## Useful Student Resources

### Internal Luiss Resources

The Luiss Library offers its users a wide collection of both printed and online periodicals. To see the database of e-journals currently available, users can consult the dedicated page.

The Luiss Library has subscriptions to a number of databases, organized by:

- | subject
- | type
- | remote access

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