

Sport Management and Law

Summer University

Area: Management

5 - 9 July 2021

28 hours

(09:00 a.m. – 01:00 p.m. / 01:00 p.m. – 06:00 p.m.)

General information

Credits: 4 CFU (one-week program)

Hours: 28

Faculty Board: Prof. Paolo Del Bene, Prof. Enrico Lubrano, prof. Marco Francesco Mazzù, Prof. Luca Pirolo.

Academic coordinator: Prof. Enrico Lubrano

e-mail: enrico.lubrano@studiolubrano.it

Course description

The course introduces students to the interdisciplinary area of Sports Management and analyzes the sports phenomenon from a managerial, financial, legal and marketing perspective, providing a quantitative and qualitative analysis of the phenomenon generated by the sector. Students will have the opportunity to fully understand what it means to be a sports manager through the participation and experience of sector's operators (such as managers of federations and sports clubs, sports agents, etc.) and interactive lessons.

Course prerequisites

None

Course objectives e learning outcomes

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

- Understand the business plan construction and analysis for starting and developing activities in the sports sector
- Understand the system dimension, from a legal point of view, with reference to the international and national sports regulations and to the management of federations and sports clubs

Course grading

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

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

Luiss grades	Definition	US grading system*
30 e lode	Excellent	A+
30		A
29	Very good	A-
28		B+
27	Good	B
26		B-
25	Satisfactory	C+
24		C
23		C-
22	Sufficient	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 > or = to 18 will be registered and reported on the official transcript. Students who will obtain a final grade < of 18 (F) will receive a declaration, issued by the Summer University Office, reporting this information.

Student assessment

Students will be assessed through an oral exam. Each exam will be at the end of the week.

The exam will consist of a first part of the candidate's oral report on a topic of his choice and a second part on topics indicated by the Commission.

Dates of exams CANNOT be changed for any reason, so please organize your personal schedule accordingly.

Please note: Students with learning disabilities who may need special provisions during exams are required to contact the 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 by 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 challenge the instructor's and other student's assumptions, in a respectful manner. A correct, active and responsible participation is highly recommended otherwise the participation grade will be strongly affected.

Leaving class for no reason and disrupting class (i.e., talking, snoring, text messaging, etc.) will reduce this grade.

Teaching methodology

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

- Frontal lectures
- Reports from operators in the sector
- Illustration and discussion of specific cases
- Analysis of slides and other video materials

Course readings/resources

Teaching 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 in the traditional business models and frameworks found in the top economics and marketing journal articles.

Some of readings used during the course:

- Bradbury, T., & O'Boyle, I. (Eds.). (2017). *Understanding Sport Management: International Perspectives*. Taylor & Francis
- The Exclusive Jurisdiction Of The Administrative Courts On The Sporting Legal System: Rationale, Features And Limits
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of marketing*, 57(1), 1-22.
- Giulianotti, R. (2002). Supporters, followers, fans, and flaneurs: A taxonomy of spectator identities in football. *Journal of sport and social issues*, 26(1), 25-46.
- Kerr, A. K., & Gladden, J. M. (2008). Extending the understanding of professional team brand equity to the global marketplace. *International Journal of Sport Management and Marketing*, 3(1-2), 58-77.
- Kerr, A. K. (2009). "You'll never walk alone": the use of brand equity frameworks to explore the team identification of the 'satellite supporter' (Doctoral dissertation).
- Nufer, G., & Fischer, J. (2013). Ticket pricing in European football-Analysis and implications. *Sport and Art*, 1(2), 49-60.
- Tapp, A., & Clowes, J. (2002). From "carefree casuals" to "professional wanderers": Segmentation possibilities for football supporters. *European Journal of Marketing*.
- Koo, J., & Lee, Y. (2019). Sponsor-event congruence effects: The moderating role of sport involvement and mediating role of sponsor attitudes. *Sport Management Review*, 22(2), 222-234.
- Sidnam, W. (2015). The Arsenalization of Space: The Imagined Community of a Football Club. *New Zealand Journal of Research in Europe*, 9(1), 134-189.

- Biscaia, R. (2015). Spectators' experiences at the sport and entertainment facility: The key for increasing attendance over the season. *Sport & Entertainment Review*, 1(2), 57-64.
- James, J. D. (2011). Attitude toward advertising through sport: A theoretical framework. *Sport Management Review*, 14(1), 33-41.
- Thrassou, A., Vrontis, D., Kartakoullis, N. L., & Kriemadis, T. (2012). Contemporary marketing communications framework for football clubs. *Journal of Promotion Management*, 18(3), 278-305.
- Lawrence, S., & Crawford, G. (2018). The hyperdigitalisation of football cultures. *Digital football cultures: Fandom, identities and resistance*, 1-16.
- Edensor, T., & Millington, S. (2008). 'This is Our City': branding football and local embeddedness. *Global Networks*, 8(2), 172-193.

Course schedule

Please keep in mind that the contents of individual classes may be slightly modified according to the progress of the class.

Lezioni	Contenuti/Argomenti trattati	Attività	Note
July 5, 2021 (09:00 a.m. – 09:30 a.m.)	Introduction to the course		Prof. Enrico Lubrano
(09:30 a.m. – 11.00 a.m.)	Sports organization: detailed description of the figures and tasks in sports organization		Prof. Paolo Carito
July 5, 2021 (11:00 a.m. – 01.00 p.m.)	Business Plan: Strategic planning tools		Prof. Luigi Nasta
July 5, 2021	Project creation: how a sports project is developed		Prof. Federico Nardone

(02:00 p.m. – 04.00 p.m.)			
July 5, 2021 (04.:00 p.m.– 06.00 p.m.)	Internal communication		Prof. Giovanni Esposito
July 6, 2021 (9:00 a.m. – 11:00 a.m.)	Brand and value in sport		Prof. Marco Francesco Mazzù
July 6, 2021 (11:00 a.m. – 01.00 p.m.)	External communication		Prof. Marco Francesco Mazzù
July 6, 2021 (02:00 p.m. – 03.00 p.m.)	International Sports regulation; European Sports Law		Prof. Enrico Lubrano
July 6, 2021 (03:00 p.m.– 05.00 p.m.)	The jurisprudence of the Court of Justice		Prof. Carlo Rombolà
July 6, 2021 (05:00 p.m.– 06.00 p.m.)	The right to sport in the International regulation and in European Constitutions		Prof. Enrico Lubrano
July 7, 2021 (09:00 a.m.– 11.00 a.m.)	Business Plan: Competitive context analysis		Prof. Luigi Nasta
July 7, 2021 (11:00 a.m. – 01.00 p.m.)	Organization of the project management function		Prof. Giovanni Esposito
July 7, 2021 (02:00 p.m.– 04.00 p.m.)	Merchandising and promotion		Prof. Marco Francesco Mazzù
July 7, 2021 (04:00 p.m.– 05.00 p.m.)	The activity of Sports Agent		Prof. Enrico Lubrano
July 7, 2021 (05:00 p.m.– 06.00 p.m.)	The Management of a Sports Federation		Prof. Simone Perillo
July 8, 2021 (09:00 a.m. – 11.00 a.m.)	Management of human resources in the Sports Club The planning of the actions, activities, time and resources of a sports activity		Prof. Paolo Carito
July 8, 2021 (11:00 a.m.– 01.00 p.m.)	The policies and strategies of the organization Program definition		Prof. Paolo Carito
July 8, 2021	Business Plan:		

(02:00 p.m.– 04.00 p.m.)	Market analysis	Prof. Luigi Nasta
July 8, 2021	Business Plan:	Prof. Vittorio Vecchione
(04:00 p.m.– 05:30 p.m.)	Economic and financial evaluations	Prof. Enrico Lubrano
(05:30 p.m.– 06:00 p.m.)	Conclusions	
July 9, 2021	EXAM	
(09:00 a.m.– 01:00 p.m.)		

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

Luiss course policies

Attendance Regulations

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

- Students, in order to be allowed to take the exam and to obtain the course attendance certificate, must attend at least 90% of hours of lessons and activities which are reported on the course syllabus.
- The attendance is counted on a weekly basis.
- 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 earlier, will impact the percentage of presence.
- Students are responsible for keeping track of their absences and for catching up on any missed work.
- Make-up classes are always mandatory as part of the course program.
- For no reason (i.e., religious holidays, travel plans, family matters, etc.) absences will be excused.
- Students will receive an “F” on each exam they miss.
- Students who leave Luiss University before the end of the course he/she is 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.
- Students who do not attend more than 10% of hours of lessons and activities reported on the course syllabus will have no credits awarded and, without signing the Official Withdrawal Request Form will receive F as final grade.

Please note: It is the student's responsibility to catch up on any missed work and to keep track of his or her absence/tardiness.

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 lecturers 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

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

Please note: 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 authority.

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 your own), inadequate citation, recycled work, unauthorized assistance, or similar actions not explicitly mentioned"*. Assignments and projects are specific to individual courses; 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 paper and possibly the course.
- Professors 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 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 Guido Carli 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