

**UNIVERSITY OF MASSACHUSETTS – AMHERST
SPORT MANAGEMENT PROGRAM**

SPORST 391C – SPORTS AGENCIES

SOM 124; T/Th – 9.30-10.45

Office hours: M/W 2-5

T – 1-5; Th 11-2

Professor Betsy Goff

Office: SOM 236A

Email: bgoff@sportmgt.umass.edu

Phone: 413 – 545-4730

I. Required Reading:

McCormack on Negotiating and The 110% Solution both by Mark McCormack; Various handouts to be distributed

I a. Recommended: SportsBusiness Journal

II. Course Overview:

There is an increasing need for sport managers to be aware of manner in which sports agencies operate. This course will provide an exposure to the birth and evolution of the sports agency industry, with a particular focus on the legal and ethical issues raised in that segment of the professional sports industry. The key areas of emphasis include contracts, antitrust law, labor relations, and agent-athlete relations. While the majority of the course materials focus on North American professional team sports, a global view of professional sport and the law will be encouraged.

III. Course Policies:

Attendance:

To successfully achieve the goals of this course, attendance is required. Attendance may be taken daily. Students are responsible to make up missed work.

Class Participation:

You are expected to be prepared for every class, as class participation is an important component of this course. *Attendance is not participation.* The quality of participation, as reflected in careful reading and thorough analysis of the materials is important. It is also important to build upon each others' comments by engaging in attentive listening. Class participation will be judged on the basis of quality and consistency.

Exams:

There will be several unannounced quizzes, a midterm exam and a Negotiating Project. There may be a final exam. Students should make every effort to take the exam during the regularly scheduled time. If an emergency arises which renders it impossible to make the exam, please notify me prior to the start of the exam. If you cannot reach me, a message may be left on my voicemail or with the main office.

Academic Honesty:

Academic dishonesty will not be tolerated. Action will be taken against students committing academic dishonesty in accordance with the current Undergraduate Rights and Responsibilities Handbook.

Grading:	Participation	10%
	Quizzes	30%
	Midterm	30%
	Negotiation Project	<u>30%</u>
		100%

<u>Grade Scale:</u>	A	93 - 100	A-	90 - 92.5
	B+	87 - 89.5	B	83 - 86.5
	B-	80 - 82.5	C+	77 - 79.5
	C	73-76.5	C-	70 -72.5
	D+	67 - 69.5	D	60 - 66.5
	F	Below 60		

Assignment Schedule: (Subject to change)

<u>Week of:</u>	<u>Assignment</u>
9/5	Introduction to Class
9/12	Chp. 11 of Intro to Spt Mgt book (Masteralexis, et al.) (handout)
9/19	Chp. 12 of Essentials of Sport Law (Wong) (handout)
9/26	Continue with above
10/3	CBA and Players Contracts
10/10	Uniform Athletes Agents Act
10/17	(Tues. review; Thursday...) MIDTERM EXAM
10/24	– End of semester – Negotiation Project

Additionally, throughout the semester, students are asked to read both McCormack books at a pace to be determined by the class. Students will be responsible for the content of both books which will be highly relevant during the negotiation project.