

## BA 310: Sports Management Law

Recognize the role and scope of sports events and the law. Recognize successful ways to assess the ethics of sports law. Specific attention will be given to understanding the sports industry, the players and opportunities. An introduction to the legal aspects of hospitality at sports events, negotiations and contracts. Reference to designing, planning and controlling event logistics. Reference to risk management and protecting the investment. Evaluating the process of how to effectively recruit and leverage a sports celebrity. Basic framework of how to finance sports events, licensing agreements and merchandising. Reference to sports tourism, the economic impact on cities and charitable events.

**Hours:** 3

**Prerequisites:**

BA 282.

**Program:** [Business](#)

**Semester Offered:**

Fall,

Spring