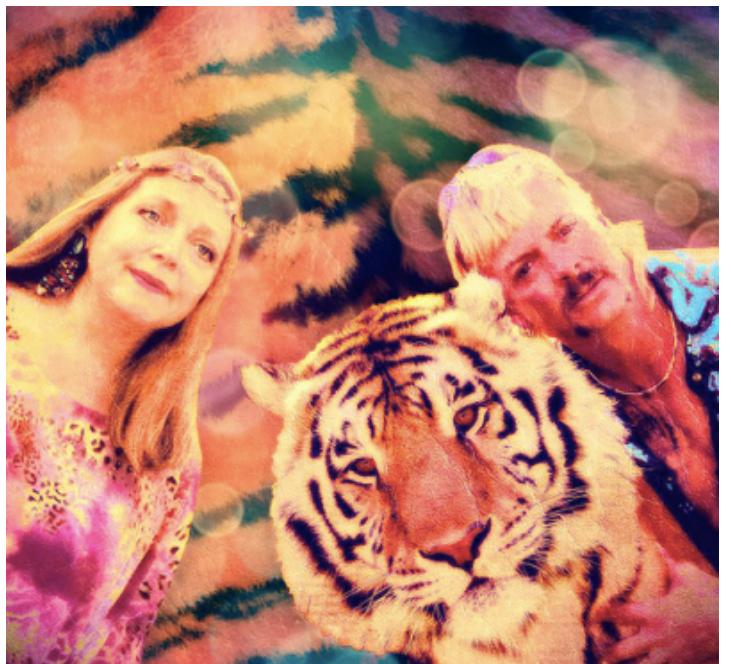


Fall Syllabus

Legal & Ethical Environment of Business

Dr. Guerra-Pujol
UCF

HACKER.



Description of the Course



This term we will explore the legal and ethical environments of business through the lens of the Academy-Award winning film *The Social Network* (best adapted screenplay) and the popular Netflix docuseries *Tiger King: Murder, Mayhem, and Madness*. Among other things, these works of popular culture pose many fundamental questions about various aspects of business law and ethics: Did Mark Zuckerberg “steal” the idea for Facebook? Did Mark betray his best friend Eduardo Saverin, or did Eduardo make a bad business deal? Was Joe Exotic guilty of murder-for-hire or was he framed by the government? (Note: Because *The Social Network* obtained the most votes during our Week 1 survey/Academic Activity, the focus of this course will for the most part be on Facebook and Mark Zuckerberg.)

Specifically, Class #2 and Module #2 of this course will explore the hacking scenes in *The Social Network* to identify the main sources of law that apply to most business firms, including State, federal, and international law. We will then refer to *Tiger King* in Class #3 and Module #3 to study the main areas of our “common law” tradition, including contracts, property, and torts. Next, Class #4 and Module #4 will use Facebook’s original home page, which was launched on February 4, 2004 and called “The Facebook” back then, to explore “the law of ideas” or intellectual property rights, and we will see why this area of law is so essential for modern-day business firms. Class #5 and Module #5 will then explore some aspects of corporate governance, including business ethics and the main forms of doing business. Last but not least, Class #6 and Module #6 will then conclude this course by exploring the early lawsuits against Facebook and the key decision: when to settle out of court, and when to go to trial?

[Pictured above: Poster art for the award-winning film *The Social Network* and for the hit Netflix show *Tiger King: Murder, Mayhem, and Madness*.]

Course Materials; Internet Connection



Movie: We will be exploring the legal and ethical environments of business through the lens of *The Social Network*, which will be available on Netflix until August 31. (After that, try Amazon or Amazon Prime.) We will also refer to episode 4 of *Tiger King*, which is available on Netflix.

Reading Materials: The assigned textbook for this course is the 4th edition of Sean Melvin's *The Legal Environment of Business*. (You will not need an access code, just the textbook.) Additional readings and movie clips will be posted on Canvas (Webcourses@UCF). Note: The Professor has placed several copies of the textbook with the Library Reserve desk on the Main Campus.

Internet Connection: Students will need access to a reliable Internet connection this semester; otherwise, your grade will suffer without such access because all the assignments, lectures, and supplementary readings in this course will be posted on Canvas (Webcourses@UCF).

[Pictured above: screenshot of Facebook's original home page, circa 2004.]

Course Overview & Learning Objectives



This course will consist of six modules as follows:

- **Module #1 = Orientation** (Class #1)
- **Module #2 = Sources of Law** (Class #2) – we will identify the main sources of law, including State, federal, and international law
- **Module #3 = The Common Law** (Class #3) – we will explore the areas of our “common law” tradition that are most relevant to business: contracts, property, and torts
- **Module #4 = The Law of Ideas** (Class #4) – we will study the main forms of intellectual property, including copyrights, patents, trade secrets, and trademarks
- **Module #5 = Corporate Governance** (Class #5) – we will study the main forms of doing business and evaluate two major theories of business ethics
- **Module #6 = Going to Court** (Class #6) -- we will conclude this course by identifying the main stages of business litigation and also by exploring the strategic decision of when to settle out of court and when to go to trial

[*Pictured above:* screenshot of the Elo chess-ranking equation used to rank co-eds on Zuckerberg’s 2003 “face-mash” website.]

Course Assignments; Grading Scale

Your grade in this course will be based on a wide variety of assignments, including in-class surveys, informal discussion posts, short open-book quizzes, and a traditional end-of-semester final exam. These assignments will be weighted as follows.

IN-CLASS SURVEYS	DISCUSSION POSTS & QUIZZES	FINAL EXAM *
300 points (1/3 of the grade)	300 points (1/3 of the grade)	300 points (1/3 of the grade)

[*] The Final Exam will take place in the Keon Testing Center on the Main Campus. The window to take the Final Exam opens on Friday, December 10 at 7:00 am and closes Saturday, December 11 at 8:00 pm. If you are unable to take the Final Exam in person during this window for any reason you should withdraw from the course.

FYI: The College of Business grading scale is posted below for your reference:

GPA = Letter Grade	% Range
4.00 = A	90 – 100
3.25 = B+	87 – 89.99
3.00 = B	80 – 86.99
2.50 = C+	77 – 79.99
2.00 = C	70 – 76.99
1.50 = D+	67 – 69.99
1.00 = D	60 – 66.99
0.00 = F	<60

Course Policies



Cheating: DO NOT USE CHEGG OR SIMILAR WEBSITES. As far as the Professor is concerned, cheating includes the use of Chegg, Course Hero, Quizlet, etc. If a student is caught cheating in this course, they will receive an automatic F for the entire course.

Email: The course email is as follows: **BUL3130.Fall2021@gmail.com**. The Professor or one of his TAs will respond to your queries within 24 to 48 hours, excluding holidays and weekends.

Legal Assistance: The Professor is not authorized to provide legal counsel to his students. For legal advice, contact UCF's Office of Student Legal Services at stulegal@ucf.edu.

Makeup Policy: Because of the large size of this course (approx. 900 enrolled students), no makeups or deadline extensions will be allowed. No exceptions; period.

Office Hours: Office hours will take place via Zoom every other Tuesday and Thursday from 4:30pm to 6:00pm on those weeks in which we don't have class.

Students with Disabilities: Students who need a reasonable accommodation must first register with Student Accessibility Services (SAS). After registering with SAS, students who need a reasonable accommodation must also contact the Professor via email during the first week of class.

[Pictured above: screenshot of Harvard College's honor code.]

Professor & TA Bios



Dr. F. E. Guerra-Pujol attended UC Santa Barbara, double-majoring in political philosophy and Spanish literature and graduating with Highest Honors. He then studied law at Yale. Before becoming a professor and devoting himself full-time to research and teaching, he practiced business law in San Juan, Puerto Rico, representing such clients as Banco Popular, Miller Brewing Company, and Procter & Gamble. The Professor is married to Sydja Robinson (#TeamJamaica) and is a father of four.



Ms. Sheniah Yirmyah is a graduate student. She received her B.S. in Accounting from Florida A&M University (FAMU) and is now in the MSA program at UCF. She is looking to become CPA certified after completing her graduate degree and earning a full-time position with an external auditing firm. She is excited to assist in this course, especially because she has always had an interest in different areas of law and is even considering law school as a future possibility.



Ms. Antonella Vitulli is a senior, majoring in Accounting and Finance. Among other things, Miss Vitulli's favorite extracurricular activities include watching documentaries (especially murder shows), painting, yoga, and going to the beach. She has immensely enjoyed this opportunity throughout her time at UCF to assist with this course and learn more about business law and ethics.

[THE END]