**M**

MASSACHUSETTS SCHOOL OF LAW at ANDOVER

**Creating, Marketing, & Managing a Small Firm**

**Fall 2022 - SYLLABUS AND CLASS EXPECTATIONS**

Day and Times M 4:30 p.m.-6:20 p.m.

Room 210

Instructor: Kurt Olson

Office: YKW

Phone: 978-681-0800 (ext. 131)

Ofﬁce Hours: M/W: 10:00 a.m. – 12 noon;

Tues. Office Hours: 5:00 p.m.-7:00 p.m.

Email: [kolson@mslaw.edu](mailto:kolson@mslaw.edu)

**Prerequisites**: Completion of Curricula of 1st two law school years.

**Description**: From the earliest dispute resolution techniques accomplished with sticks and pebbles through today’s virtual law offices, students will be exposed to law firm creation, marketing, and management and law firm design techniques, and will create concept documents for law firms of their own.

**Format**: This class is designed as a multiplayer game. Class time will be divided between fighting monsters (Quizzes, Exams etc.), completing quests (Presentations of Law Firm Ideas, Research etc.) and crafting (Solo or Small Firm Premises, Law Firm Analysis Papers, Law Firm Concept Documents, & etc). At the beginning of the semester everyone in the class will choose and name their avatars. The ﬁrst task is to craft the premise of a law firm (game) you would like to design. Guilds to craft these firms will be chosen. Guilds will choose their names. There will be two guilds with three members and one guilds with two members.

**Grading Procedure**: You will begin on the ﬁrst clay of class as a Level One avatar. Level Twelve is the highest level you can achieve:

|  |  |  |
| --- | --- | --- |
| **Level** | **XP\*** | **Letter Grade** |
| Level Twelve | 1860 | A |
| Level Eleven | 1800 | A- |
| Level Ten | 1740 | B+ |
| Level Nine | 1660 | B |
| Level Eight | 1600 | B- |
| Level Seven | 1540 | C+ |
| Level Six | 1460 | C |
| Level Five | 1400 | C- |
| Level Four | 1340 | D+ |
| Level Three | 1260 | D |
| Level Two | 1200 | D- |
| Level One | 0 | F |

Your level will be determined by experience points (XP) on a 2000 XP scale. You gain XP by defeating mobs, completing quests, and crafting.

* Solo: Craft your own law firm proposal. (Written, 50 pts.) (**Due by 9/20)**
* Solo: Present your law firm proposal to the class. (25 pts.)(**9/28 – All firms)**
* Flipgrid Videos – 5 per semester (25 pts):
* Raid: Guild reading presentation (75 pts. each person)(**Guild members individually find article on topic of choice (must have something to do with creating, managing, or marketing a small firm), and inform instructor to create a TWEN discussion page where guild members discuss the article. Guild members must contribute to the discussion on the Forum to earn credit.)**
* Solo: l-Player reading presentation (150 pts. but easier than above, 1 of 2 available) (**Same as previous bullet (“Raid”) except it’s your choice, but it’s first-come, first-served – either pick an Avatar from a different guild, or go solo. Forum topics and approval must be obtained in advance from Instructor** – **to receive full credit, a majority of Avatars must approve of presentations through another Customized Poll on TWEN.)**
* Solo: Craft short report on Social Media App of your choice (Written: 75 pts.)(**Each Avatar should post the short report on a social media app – Avatars must clear the social media app with the instructor.**)
* Solo: Craft short analysis (no more than two typed pages) on law firm web site of your choice (Written: 100 pts.)(**Each Avatar should post the short report on TWEN – Avatars must clear the web site with the instructor.**)
* Solo: Craft analysis on boutique law firm of your choice (Written: 125 pts.; no more than two typed pages) (**Each Avatar should post the short report on a boutique law firm TWEN.**
* Solo: Defeat Five Random Mobs (5 written reading quizzes. 250 pts. Total – 50 points per quiz) with1 **extra credit** question per quiz)(**Quizzes will be administered using either Kahoot or Socrative throughout semester.**)
* Solo: Defeat Level Boss (Midterm Exam, 400 pts.)(**Monday, October 19th**)
* Guild: Paper Prototype (50 pts. each)(**Outline of final project – due by Monday, Nov. 16th**)
* Guild: Craft Final Project: Law Firm Proposal (Written, 400 pts.)(**Due on last day of classes – Monday, Dec. 5th**)
* Solo: Class attendance (300 skill pts. total, 10 to start. 290 additional pts. at 20 pts. per day of attendance)
* **Extra credit** for early completion of ﬁnal proposal (10 pts./Saturday: 5 pts./Sunday)
* Solo Camping: Text editing (**Extra credit**. 1 pt. per mistake. 50 pt. cap per player. Each mob only spawns once.)(**Review peers’ work in either social media posts, Discussion Fora, or other written work – turn in edited papers to instructor for review.**)
* Group: Peer Review Secret Ballot (Extra credit. 0—100 possible XP as follows:
* Guild Leader 100 pts.
* Raid Leader 75 pts.
* Solid Guild Crafter 50 pts.
* Needs Rez: 25 pts.
* Waste of Rations: 0 pts.

**All Avatars confidentially vote on each other’s contributions; each Avatar also assigns a number to his or her own contributions. Ballots will be collected on last day of class – Monday, Dec. 5th.**

Grading is rigorous. You must use spell and grammar checker. I will deduct points for spelling, grammatical, and punctuation mistakes.

**Attendance and Conduct**: Attendance will be taken and will count toward the ﬁnal grade (see above). You are expected to attend every class. Assignments are due at the *beginning* of every class. I will deduct points equaling ½ letter grade for each day the assignment is late.

Plagiarism, submitting assignments written by others, and other forms of academic misconduct are governed by university policy. In a word: DON’T!

**Classroom Conduct**: Participate with civility and an abiding appreciation for the power of words. Respect others, even those who hold opposing views.

**Daily Assignments**

**Be sure to read and analyze the text carefully. You never know**

**about a pop quiz, and guilds or avatars will present daily.**

**Monday, August 22nd**

pp. 1-65

**Monday, August 29th**

pp. 66-126

**Monday, September 5th**

No class – Labor Day

**Monday, September 12th**

Supplemental Handout – Massachusetts Business Organization Options for Law Firms; pp. 127-187

**Monday, September 19th**

pp. 188-250

**Monday, September 26th**

pp. 251-312

**Monday, October 3rd**

pp. 313-373

**Monday, October 10th**

No class – Indigenous Peoples’ Day

**Monday, October 17th**

pp. 374-433

**Monday, October 24th**

pp. 434-492

**Monday, October 31st**

pp. 493-548

**Monday, November 7th**

pp. 549-603

**Monday, November 14th**

pp. 604-619; 625-628; 631-661

**Monday, November 21st**

666-668; 678-684; & 703-766

**Monday, November 28th & Monday, December 5th**

Avatar and Guild Presentations