The Economic Aspects of Sport

**Instructor:** Peter Jacobsen **Course:** SBUS 7004

**Office Phone**: 785-248-2533 **Term:** Fall, 2021

**Office:** Administration Building, Room 112-C, Business Division **Time:** T 6:00-9:30PM

**E-mail:** peter.jacobsen@ottawa.edu **Length: 8 WEEKS**

**Office Hours:** Tuesday and Thursday 10:30AM-11:30AM or by appointment

**Required Texts:**

Textbook: *The Economics of Sports* 6th edition by Leeds, Allmen, and Matheson.

Other articles as assigned (see course schedule).

**Course Description and Objectives:**

Economics is the study of exchange and the institutions within which exchanges take place. One common definition of institutions is that institutions are “the rules of the game”. These definitions of economics make clear that sport falls under the analytic lens of economics. Within individual sporting events, particular rules are utilized to facilitate a competitive exchange between teams. The creation and evolution of those rules are subject to economic laws. Furthermore, the massive industries that surround these sports involve strategic behavior and exchange and utilize large institutions which govern the behavior of teams.

Course Objectives

1. Students will be able to understand the basic tools of economic analysis such as supply and demand.
2. Students will be able to apply the basic tools of economics to the sports industry.
3. Students will be able to utilize economic analysis of institutions to explain the evolution of rules and sporting organizations over time.
4. Students will be able to analyze the relationship between public entities and the sports industry.
5. Students will by able to understand how the principals of industrial organization apply to the sports industry.

**Course Assignment Descriptions & Grading**

The course will be composed of three different categories of work: Exams, Problem Sets, and a book or movie report.

Exams (40%)

There will be two exams: a midterm and a final. Exams will cover the required readings and lecture material in class. The midterm will be November 16th. The final will be the last day of class. Each exam will count equally in the grade calculation.

Problem Sets (30%)

Each week a problem set will be assigned to be completed for the next week. Problem sets will be turned in the Tuesday following assignment.

Media Report (25%)

Write a 1500 word report on a sports movie or book. Ideally, the book or movie would highlight the business side of sports. This report should 1) summarize the contents of the book/movie 2) highlight the underlying economic principles and 3) discuss how the content of the course informed your understanding of the movie. Some examples of books/movies: Moneyball, The Baseball Economist: The Real Game Exposed, The National Collegiate Athletic Association: A Study in Cartel Behavior 1st Edition, Soccernomics.

Students must submit their proposal (which piece of media they plan to analyze and how) by week 5 of class. **The report is due November 30th**.

Participation (5%)

Regular participation in lecture will contribute to your final grade.

Grading

The grading of this course utilizes the following scale:

Grade Percentage

A 90%-100%

B 80%-89%

C 70-79%

D 60-69%

F <60%

**Course Schedule**

**Week 1**

Readings: Leeds Chapters 1 & 2

**Week 2**

Readings: Leeds Chapters 3 & 4

**Week 3**

Readings: Leeds Chapters 5 & 6

**Week 4**

Readings: Leeds Chapters 7 & 8

**Week 5**

Midterm Exam

Proposal Due

**Week 6**

Readings: Leeds Chapters 9 & 10

**Week 7**

Readings: Leeds Chapters 11 & 12

Coyne et al “[Put me in Coach, I’m Ready to Play](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwio1fiPhNfzAhXllmoFHaPyBNcQFnoECAUQAQ&url=http%3A%2F%2Fwww.ccoyne.com%2FPut_me_in_Coach_-_Final.pdf&usg=AOvVaw3EMaevJPuUKE5t9MwHxya6)”

Project Due

**Week 8**

Final Exam

\*Schedule subject to change as needed. Professor reserve the right to change dates in accordance with COVID-19 or other disruptions.

**Absences**

Except for COVID-19 related absence, or University events cleared within the first two weeks of the course, or medical emergencies, no make-up exams will be offered. Documentation is expected for all such absences. If students are absent from the classroom due to COVID-19 or university events they may join via Blackboard Collaborate Ultra (see course Blackboard page) and be marked present. Other students may join via collaborate, but will be marked absent if not for the prior two reasons.