

## General Course Information

**Instructor:** Scott McRoberts  
*Email* [mcrobert@uoguelph.ca](mailto:mcrobert@uoguelph.ca)  
*Office Location* Mitchell Building #218  
*Office Hours* By appointment online  
*Department/School* Gordon S. Lang School of Business and Economics- MCKN 223

**Class Schedule:** Pre-recorded lecture will be posted for review Wednesday evening, prior to the following weeks seminar.  
*Tuesday 1:30 pm-2:20pm* (seminar on-line all participants)

**Pre-requisites:** FIN\*2000/ECON\*2560 and HTM\*2220

**Classroom:** Virtual

## Course Description

To understand the role of a sports manager, students will apply financial decision-making concepts to evaluate the continually evolving sports industry. Students will explore how globalization trends, technological advancements, and demographic changes are impacting the sports industry and their effect on supply, demand, pricing, commercialization, labour policy, and revenue in the sports industry. Moreover, this fall with COVID-19 we will examine the impact it has had on the industry and where it may go from here.

This applied economics course explores various aspects of the economics of sports and sports leagues, with an emphasis on market structures, labour issues, and the factors that affect those areas. Specific topics will be deeply assessed and supported by case study, research and expert contribution.

It is important to note that this outline may change during the term as guests may be added to some classes. You will be updated by email of this and through Courselink notifications.

We will consider a number of topics, including:

- The business and economics of professional team sports and sports broadcasting
- Economic Impact of both large- and small-scale sporting events
- Analysis of leagues' competitive balance policies

- Player relations issues including analysis of the drivers of players' salaries
- Analysis of stock portfolios
- Revenue and expenses categories for professional, collegiate, minor and recreational teams
- Sources of capital and financial management in the complex industry of professional college, minor and recreational sports.
- Business environment of professional, college, minor and recreational sports.
- The impact of COVID-19

## Course Learning Outcomes

### Upon successfully completing this course, you will be able to:

1. **Identify** and **critically reflect** microeconomic theories to understand current financial issues in sport
2. **Compare** financial reports to identify a sports business' strengths and weaknesses and/or problems faced
3. **Explain** and use economic techniques, requirements and financial influences as they relate to business organizations and enterprises in sports markets
4. **Demonstrate** a clear understanding of financial terminology and theories, and apply this business framework to the sport industry
5. **Synthesize** financial management methods associated with professional or non-for-profit sport organization.

### Knowledge and Understanding:

1. Understand economic concepts as they relate to sport, including definitions of economics, costs and benefits, supply and demand, and the theory of the firm.
2. Application of the concepts of demand, supply, pricing, and revenue to the sport industry.
3. Recognize several basic market structures, from perfect competition to monopolies and the distinguishing features associated to each of them.
4. To identify the critical importance of labour in the production of any form of economic activity, with particular emphasis on labour issues in the sport industry.
5. To understand the economics of the sports industry, the financial health of sports-related firms, and the factors that affect those areas.

### Discipline/Professional and Transferable Skills:

1. Apply the concepts of and assess financial systems, markets, and basic business organizational structures in the sport context.
2. Identify various revenue streams and major expenses in a new industry.
3. Ability to present a budget proposal to an audience from a business context.
4. Utilize financial troubleshooting mechanisms for healthy strategic financial management.

### Attitudes and Values

Demonstrated a critical understanding of how globalization efforts, technological advancements, and demographic changes are impacting the sport industry. Respecting all peoples views are most important.

### Summary of Course Content and Materials

## Stock Portfolio Analysis

### Purpose

1. The goal of this project is to familiarize yourself with one of the financing options (equity financing) available to sport enterprises (plus this may come in handy one day for your own personal finance). Moreover, the objective is to understand the economics of the sports industry, the financial health of sports-related firms, and the factors that affect those areas.
2. If you managed a mutual fund of sports related stocks, what stocks would you pick to be in your portfolio? Through careful analysis, you will learn how the stock market works and what are the important financial characteristics of a firm.

### Procedure

1. Each student must defend their choices as if you were a mutual fund manager, by **writing a 2-page paper (text is 2 pages, relevant tables are expected and are additional pages, 1.5**

**spacing) analyzing their decision using financial analysis to be turned in on September 29th.** We will discuss the areas to cover in class. All papers must contain the names of the minimum three stocks chosen, their ticker symbol, and the amount of the \$1 million to be invested in each stock.

2. Beginning on **September 15th, 2020**, students must track their stock portfolio via **Virtual Stock Exchange**. This will allow us all to track each other AND you can even make trades during the time period. The end of the on-line stock tracking is **December 1<sup>st</sup>, 2020**. This is the day that I will record how everyone did. Winner gets a Gryphon prize.

### **Information on registration for Virtual Stock Exchange (VSE)**

Go to [www.virtualstockexchange.com](http://www.virtualstockexchange.com). Unfortunately, you now must sign up for CBSMarketwatch before using VSE. Click "Register Now" in the upper middle part of the page. **Go through the registration process to create a username and password.** Once you have registered, click "Competitions" tab at the top of the page, click "find a new competition" and enter the competition ID and password. **(please make sure you read carefully caps and spaces below when logging in).**

**Game Link:** <https://www.marketwatch.com/game/fall-2020-htm-3020>

**Game Name: Fall 2020 HTM 3020**

**Password: Guelph3020**

The companies in your portfolio must either derive more than half of their revenues from the sports industry **or** be a significant enterprise within the sports industry. For instance, Anheuser-Busch spends upwards of \$100 million per year on sports-related sponsorship; hence it is a significant enterprise within sports.

Potential sources include, but are not limited to, Compact Disclosure, financial magazines (Fortune, Money, etc.), trade publications (Athletic Business, etc.), financial publications (Standard & Poor's, Moody's, Dunn & Bradstreet, etc.), WWW financial pages, company annual reports, [www.yahoo.com](http://www.yahoo.com) (click finance), [www.marketwatch.com](http://www.marketwatch.com), <http://www.msn.com/en-us/money/markets>, [www.fool.com](http://www.fool.com), [www.morningstar.com](http://www.morningstar.com).

Tip 1: Go to Yahoo.com, click Finance, type in a company stock. On that page on the left there is Key Statistics, Profile, Industry, Competitors.

At the end of the course, I will determine the net gains for each student.

Due **December 1<sup>st</sup>**, each student **will hand in a re-evaluation paper (2 pages, relevant tables are expected and are additional pages, 1.5 spacing)** examining the short history of their portfolio: (1) How did the portfolio perform? (2) Was your reasoning given in the first paper sound? (3) What would you have done differently, and (4) What would you do now if you were to continue with this project?

## Grading

Grading will be 10 percentage points based on the 1st paper, 10 percentage points based on the 2nd paper (total is 20%). Writing quality is important.

## FINAL ESSAY

For your final essay, you will be given five options to write about. Each will connect to a specific theme in the course. More information on the final exam can be found in Courselink.

Final papers should be between 8-10 pages length, double spaced. Papers should be 12-point, Times New Roman font, with 1-inch margins, page numbers, and proper APA/MLA/Chicago Style format. Headings and subheadings are encouraged. Assignments must include a title page and a reference page, both in APA format- these do not count in the 8-10 pages. You are welcome to create tables, diagrams, or figures for your assignment, and these should be included in an appendix after the reference list. The title page, reference pages, and appendices do not count towards your page totals.

Please use at least 5 sources in your paper. Ideally, at least 2 should be academic, peer-reviewed journal articles, with the remaining either books, news articles or other reputable sources. The essay will be due on **December 3<sup>rd</sup>**.

## Hot Topics

Occuring in week 2 - 12, students will be selected to present on a topic of their choice related to current event in sport finance. There must be a clear connection between any course content and the topic chosen. Students will be put in to assigned weeks on courselink regarding which week they have been selected to present. Students will have 3 minutes to summarize their findings and lead the class in a group discussion with an analytical question. Students will be assessed in 5 areas: Introduction of topic, development of topic, ability to engage and involve audience, sustainability of presentation for purpose and audience and voice: clarity, pace, and fluency. These will be managed in our seminars

## Midterm Exam

Students will be required to write one mid-term exam. Knowledge of course materials including lecture notes, reading, case studies and videos will provide the focus for these exams. The format of the exam will be multiple-choice, short answers, and a case study.

- **Date: Mid Term #1 – October 27, 2020**

## Final Exam

The final exam will be comprehensive in that it will test the student's knowledge of course materials including lecture notes, readings, case studies and videos. Only material Week 7 and on, will be considered for the final.

- **Exam Date: TBA**

### Course Assessment

			<b>Associated Learning Outcomes</b>	<b>Due Date/ location</b>
<b>Assessment 1:</b>	5%	Hot Topics	LO 1	<i>Sept 15- Dec 1<sup>st</sup>, 2020</i>
<b>Assessment 2:</b>	25%	Mid-Term Exam	LO 1-5	<i>Oct 27<sup>th</sup>, 2020</i>
<b>Assessment 3:</b>	20%	Stock Portfolio Project:	LO 1-3	<i>Sept. 29<sup>th</sup> and Dec 1<sup>st</sup>, 2020</i>
<b>Assessment 4:</b>	25%	Term Paper	LO 1-5	<i>Nov. 17<sup>th</sup>, 2020</i>
<b>Assessment 5:</b>	25%	Final Exam:	LO 1-5	<i>See exam schedule</i>

### Teaching and Learning Practices

**Lectures** Case Studies, Guest Lecture, Mini Presentations, Stock Portfolio Analysis, Individual Research and Opinion papers

### Course Resources

**Required Text:** Note: This course does not use a specific textbook but will include a weekly reading posted by the instructor. The readings will come from a variety of academic and industry sources discussing the business of sport. Publications that articles will be drawn from include *Sports Business Journal*, *Sports Illustrated*, *The Globe and Mail*, as well as other trusted news sources and peer-reviewed academic journal articles.

**Other Resources:** Various readings and other class content will be posted on Courselink site.

## Tentative Course Calendar - (Topics and Reading Schedule):

Note that this schedule is subject to change at the discretion of the Instructor.

Each lecture will include a theoretical topic related to sport finance, as well as a practical theme that is connected to the topic.

DATE	LECTURE TOPIC
<b>WEEK 1</b>  Seminar: Sept 15, 2020	<b>Welcome / Introduction</b> <ul style="list-style-type: none"> <li>• Who's your instructor</li> <li>• Review of syllabus</li> <li>• Stock Portfolio, Group Project and Hot Topics Overview</li> <li>• Introduction to Sport Economics</li> </ul>
<b>WEEK 2</b>  Seminar: Sept 22, 2020	<b>Media Contracts</b> <ul style="list-style-type: none"> <li>• Stock market overview</li> <li>• <b>Hot Topics Start</b></li> </ul>
<b>WEEK 3</b>  Seminar: Sept 29, 2020	<b>Event Hosting</b> <ul style="list-style-type: none"> <li>• Economic Impact of Events</li> <li>• <b>Stock Paper 1 due</b></li> </ul>
<b>WEEK 4</b>  Seminar: Oct 6 <sup>th</sup> , 2020	<b>Intercollegiate Athletics</b> <ul style="list-style-type: none"> <li>• Labour/Management relationships</li> </ul>
<b>WEEK 5</b>	<b>READING WEEK- No Class</b>
<b>WEEK 6</b>  Seminar: Oct. 20 <sup>th</sup> , 2020	<b>Minor Professional Sport</b> <ul style="list-style-type: none"> <li>• Team Governance</li> <li>• <b>Midterm Review</b></li> </ul>
<b>WEEK 7</b>  (no seminar this week)	<b>Mid Term Exam (weeks 1-5)</b> <ul style="list-style-type: none"> <li>• Esports interview (content to be included on final exam)</li> </ul> <p><b>Midterm to occur October 30<sup>th</sup> online 1800hrs-2000hrs</b></p>
<b>WEEK 8</b>  Seminar: Nov 3 <sup>rd</sup> , 2020	<b>Sport Event Insurance</b> <ul style="list-style-type: none"> <li>• Nature of Professional Sport</li> </ul>

<b>WEEK 9</b> Seminar: Nov 10 <sup>th</sup> , 2020	<b>Sport and the Law/Government</b> <ul style="list-style-type: none"> <li>• Economic Analysis</li> </ul>
<b>WEEK 10</b> Seminar: Nov 17 <sup>th</sup> , 2020	<b>Minor/Youth Sports</b> <ul style="list-style-type: none"> <li>• The future direction of sport</li> </ul> <p><b>TERM PAPER DUE NOV 17<sup>TH</sup> 11:59PM</b></p>
<b>WEEK 11</b> Seminar: Nov 24 <sup>th</sup> , 2020	<b>Recreational Sport</b> <ul style="list-style-type: none"> <li>• Dynamic Pricing</li> </ul>
<b>WEEK 12</b> Seminar: Dec 1 <sup>st</sup> , 2020	<b>NHL determinants of salary</b> <ul style="list-style-type: none"> <li>• Contract structure of professional athletes</li> <li>• <b>Stock Paper 2 due</b></li> <li>• <b>Course Evaluation</b></li> </ul>
<b>WEEK 13</b> Seminar: Dec 3 <sup>rd</sup> , 2020	<b>MLB/ NFL/ NBA determinants of salary</b> <ul style="list-style-type: none"> <li>• League Governance</li> <li>• <b>Final Exam Review</b></li> </ul>
<b>Dec 4<sup>th</sup>, 2020</b> Final Exam <b>Dec 17th</b>	<b>Last day to drop the Fall 2020 semester</b>

## Course Policies

### Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.



### Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

## University Policies

### **Equity, Diversity, and Inclusion Statement**

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

### **Academic Consideration**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures

for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

## **Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

## **Accessibility**

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email [sas@uoguelph.ca](mailto:sas@uoguelph.ca) or see the website: <https://wellness.uoguelph.ca/accessibility/>

## **Course Evaluation Information**

Please refer to the [Course and Instructor Evaluation Website](#)

## **Online Behaviour**

**Inappropriate online behaviour will not be tolerated. Examples of inappropriate online behaviour include:**

- Posting inflammatory messages about your instructor or fellow students
- Using obscene or offensive language online
- Copying or presenting someone else's work as your own
- Adapting information from the Internet without using proper citations or references
- Buying or selling term papers or assignments
- Posting or selling course materials to course notes websites

- Having someone else complete your quiz or completing a quiz for/with another student
- Stating false claims about lost quiz answers or other assignment submissions
- Threatening or harassing a student or instructor online
- Discriminating against fellow students, instructors and/or TAs
- Using the course website to promote profit-driven products or services
- Attempting to compromise the security or functionality of the learning management system
- Sharing your user name and password
- Recording lectures without the permission of the instructor

### Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

### Drop date

The last date to drop one-semester courses, without academic penalty, is XXXXX, 20XX. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

<b>Date Submitted to Chair:</b>	
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	

### Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website [hyperlink to the website] and circulated by email.

**The University will not normally require verification of illness (doctor's notes) for fall 2020 or winter 2021 semester courses. However, requests for Academic Consideration may still require medical documentation as appropriate**