

### General Course Information

<b>Instructor:</b>	Heather Kennedy, PhD
Email	kennedyh@uoguelph.ca
Office Location	MacDonald Hall, Room 104
Office Hours	Thursdays 11:30am to 12:30pm or by appointment
Department/School	Department of Management
<b>Class Schedule:</b>	Tuesday/Thursday 10:00am to 11:20am
<b>Pre-requisites:</b>	HTM 2020, (ECON 2560 or FIN 2000)
<b>Classroom:</b>	MCLN, Room 107

### 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.

### Course Learning Outcomes

Upon successfully completing this course, you will:

- Identify and critically apply elements of microeconomic theory to understand how consumers and producers make rational decisions in the sport industry
- Use applied economic techniques to analyze conceptual problems faced by agents in sport markets
- Explain and use economic techniques, requirements, and financial influences as they relate to business organizations and enterprises in sport markets
- Demonstrate a clear understanding of financial terminology and theories, and apply this business framework to the sport industry

### 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. 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. Understand the economics of the sports industry, the financial health of sport related firms, and the factors that affect those areas.

### Summary of Course Content and Materials

The following is a tentative schedule for the course content. Note: schedule may change due to unforeseen circumstances that arise throughout the semester.

Week	Topic	Due dates
1	Sept 8	Introduction
2	Sept 13/15	Review of economist's Arsenal
3	Sept 20/22	Industrial Organization of Sports (Pt 1)
4	Sept 27/29	Industrial Organization of Sports (Pt 2)
5	Oct 4/6	Case Study: Industrial Organization of Sports
		Case Study 1 due Oct 7
6	Oct 13	Public Finance and Sports (Pt 1)
7	Oct 18/20	Public Finance and Sports (Pt 2)
8	Oct 25/27	Case Study: Public Finance and Sports
		Case Study 2 due Oct 29
9	Nov 1/3	The Labor Economics of Sport (Pt 1)
10	Nov 8/10	The Labor Economics of Sport (Pt 2)
11	Nov 15/17	Case Study: The Labor Economics of Sport
		Case Study 3 due Nov 19
12	Nov 22/29	Sports in the Not-for-Profit Sector
13	Nov 29/Dec 1	Final Project
		Final Project due Dec 2

### Course Assessment

			Associated Learning Outcomes	Due Date
<b>Assessment 1:</b>	30%	Class attendance, activities, and participation	LO 1 - 4	Throughout the semester
<b>Assessment 2:</b>	45%	Case Studies (3 @ 15% each)	LO 1 - 4	Oct 7, Oct 29, & Nov 19
<b>Assessment 3:</b>	25%	Final Project	LO 1 - 4	Dec 2
<b>Total</b>	<b>100%</b>			

### Course Resources

**Required Text:** Leeds, M., von Allmen, P., & Matheson, V. A. (2018). The economics of sports. (6<sup>th</sup> edition). Routledge.

**Other Resources:** Additional readings will be posted on CourseLink as required.

### **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.

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

### **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.

### **Email Policies**

Only emails sent from @uoguelph.ca email addresses will be reviewed. Include the course number in the subject line of your email. Please allow for one business day when awaiting email replies.

### **Guidelines Around COVID**

Ongoing health situations remain fluid. The University of Guelph sets the protocols and guidelines that must be followed by staff, students, faculty, and visitors. Please be sure that you have reviewed all information relating to COVID protocols and any other health-related restrictions for face-to-face interaction in class and on campus. Any changes made by the University once the course has started will be also shared through our CourseLink announcements and email.

Please remember that we are community members within the class and on campus. If you are experiencing symptoms of illness, it is always best to remain at home and connect with your peer team (see above section!) about missed content.

A couple of quick links:

COVID Information for Students:

<https://www.uoguelph.ca/covid19/covid-info-for-students>

UofG Wellness Centre:

<https://wellness.uoguelph.ca/>

## University Policies

### **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/>

### **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.

### **Course Evaluation Information**

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

### **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 Dec 2, 2022. 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>	<i>S. Elliot</i>
<b>Date Approved by Chair:</b>	Sept 6/22