UNIVERSITY OF PENNSYLVANIA
WHARTON SCHOOL

LGST 207-002 — The Sports Industry
Professor Scott Rosner — Phone: (215) 573-0577
Fall 2010 — Office: 654 Huntsman Hall
T/Th 1:30-3 — Office Hours: M 2:30-3:30
e-mail: srosner@wharton.upenn.edu — Classroom: JMHH F60
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SYLLABUS

COURSE DESCRIPTION:

This course examines various business disciplines as they apply to the sports industry. The course provides the student with an overview of the business of the intercollegiate, Olympic and professional sports enterprises. In addition, the course investigates the business related issues encountered by managers of sport organizations and covers how business principles can be applied to effectively address these issues.

COURSE OBJECTIVES:

Through classroom presentations, discussions, and completion of course assignments, the student will be acquainted with a varied but limited number of important concepts in the study of business as they apply to the sports industry. Special attention is given to the regulation of professional and amateur athletics, the organizational structure of sports leagues and associations, labor-management relations, and the application of business principles to sports.

REQUIRED MATERIALS:

Rosner, Scott and Shropshire, Kenneth. (2004). The Business of Sports. Sudbury, Massachusetts: Jones & Bartlett Publishers. ISBN: 0-7637-2621-4.

Subscription (minimum of 12 weeks) to *SportsBusiness Daily*. To subscribe, please visit their website at http://www.sportsbusinessjournal.com/index.cfm?fuseaction=college.selectProfessor, where you follow the directions and select your professor, class, order and pay online, and print your receipt.

Course Materials will also be distributed via class handouts and/or electronically. All lecture slides are posted on the course website on WebCafe at https://webcafe.wharton.upenn.edu/lgst/ and clicking on 'LGST 207-002' where you will be prompted to enter your username and password. You can then access the course lecture notes and materials. You must have a Wharton account to access course materials distributed via the course website. A Wharton account can be established by using the Wharton Computing Class Accounts web site at http://accounts.wharton.upenn.edu

SUPPLEMENTAL MATERIALS:
Regular reading of newspapers and magazines pertinent to the sports industry is strongly suggested, as a student of sport management should make every attempt to learn about current issues facing sport managers. *Sports Illustrated, The Sporting News, USA Today, Street & Smith's SportsBusiness Journal,* and *The NCAA News,* as well as ESPN's SportsCenter and HBO's *Real Sports* are all recommended media sources. There are also a plethora of helpful websites. Access to the www.sportsbusinessdaily.com website also contains an archive of past articles.

COURSE METHOD OF INSTRUCTION:
Class sessions will follow a lecture/discussion format. Experiential exercises and case studies may also be used.

GRADING BASIS:

NEGOTIATION EXERCISE	200 points
EXAMINATION #1	250 points
EXAMINATION #2	250 points

PARTICIPATION:
Class participation can result in a half grade upward or downward departure (i.e. an A- to an A, or a B+ to a B). Students are expected to be prepared for every class. Attendance is not participation! Students should have their table tents displayed in each class. Please be sure to silence or disable all mobile communications devices, as use of them is disruptive to the learning environment. Any students engaging in the use of these devices (i.e. text messaging, instant messaging, emailing, phone ringing) may receive a downward grade departure in class participation. Any phone that audibly rings in class will be answered by the professor! You must attend the section in which you are enrolled, as there is limited space in the classroom and the sections move at different paces. The quality of participation, as reflected in careful reading and thorough analysis of the assigned materials, is important. It is also important to build upon other students' comments. This requires attentive listening. Class participation will be judged on the basis of quality and consistency. In addition, the student's participation grade may be negatively impacted by deficient attendance. Students are encouraged to discuss the adequacy of their participation with the professor. Attendance on class sessions in which there are guest speakers and in those in which we will conduct the WSBI Sports Media Focus Panel discussions are mandatory.

EXAM AND ASSIGNMENT POLICIES:
Both examinations must be taken during the scheduled examination time. No make-ups will be given. **Both examinations will be closed texts and notes. The second examination is not cumulative; it only covers material not previously addressed on the first examination.** Assignments are expected to be submitted or presented on the assigned due date. Late work and missed assignments will receive a zero.

ACADEMIC HONESTY POLICY
The Wharton School and the University of Pennsylvania are committed to academic honesty. All cases of alleged plagiarism, cheating on examinations and similar forms of academic dishonesty will be reviewed by the appropriate disciplinary bodies. Please refer to the Student Handbook for guidelines relating to academic dishonesty. **Students found to have engaged in academic dishonesty will fail the course in addition to any discipline imposed by the University.**

Honesty in all academic work is expected of every student. This means giving one's own answers in all class work, papers, and examinations without help from sources not approved by the professor. Written material is to be the student's own original composition. It is expected that ideas that are taken from articles, books, the internet, etc. will be properly noted in all written papers submitted. It is important to remember that to copy or to paraphrase someone else's work, ideas, or language without proper reference is plagiarism.

COURSE OUTLINE/CALENDAR:
The schedule below is a tentative one and is subject to change. Any changes will be announced to class members.

DATE		**READING ASSIGNMENTS**
T 9/14	Course Introduction and Requirements Introduction to Professional Sports	R & S - Preface
Th 9/16	Introduction to Professional Sports	R & S Chapter 1
T 9/21	Introduction to Professional Sports	R & S Chapter 1
Th 9/23	Ownership	R & S Chapter 1
T 9/28	Ownership	R & S Chapter 1
Th 9/30	Leagues – Structure and Background	R & S Chapter 2
T 10/5	Leagues – Structure and Background	R & S Chapter 2
Th 10/7	No Class	
T 10/12	No Class – Fall Break	
Th 10/14	Start-up Leagues and Niche Sports	R & S Chapter 11
T 10/19	Start-up Leagues and Niche Sports	R & S Chapter 11
Th 10/21	Leagues: Revenue Sharing and Self-Analysis	R & S Chapter 3

T 10/26	Leagues: Revenue Sharing and Self-Analysis	R & S Chapter 3
Th 10/28	**EXAMINATION #1 IN CLASS**	
T 11/2	Media	R & S Chapter 6
Th 11/4	Media	R & S Chapter 6
T 11/9	Labor Matters: Unions	R & S Chapter 8
Th 11/11	Labor Matters: Athlete Compensation	R & S Chapter 9
T 11/16	Labor Matters: Athlete Compensation	R & S Chapter 9
Th 11/18	Labor Matters: Athlete Compensation	R & S Chapter 9
T 11/23	College Sports - History and Structure	R & S Chapter 14
Th 11/25	No Class	
T 11/30	College Sports - The NCAA and Conference Affiliation	R & S Chapter 15
Th 12/2	College Sports - The NCAA and Conference Affiliation **PLAYER CONTRACT ASSIGNMENT DUE IN CLASS**	R & S Chapter 15
T 12/7	College Sports – Member Institutions	R & S Chapter 16
Th 12/9	**EXAMINATION #2 IN CLASS**	

WRITTEN ASSIGNMENT

NEGOTIATION/ARBITRATION

Students will engage in a negotiation exercise during the semester, the end result of which will be a contract between a real Major League Baseball team and player or representing the aforementioned player or team in a salary arbitration. The student will hand in a paper of 15-20 pages. Details on this assignment will be provided in greater detail during the semester.

WSBI SPORTS MEDIA FOCUS PANEL

Students will participate in two WSBI Sports Media Focus Panels led in class by John Ourand of Sports Business Journal and Daily. Details on both assignments will be provided in greater detail during the semester.