

**UNIVERSITY OF PENNSYLVANIA  
WHARTON SCHOOL**

LGST 207-001

Professor Scott Rosner

Spring 2014

M/W 10:30-12

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Sports Business Management

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Classroom: JMHH F50

**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. (2010). The Business of Sports (2<sup>nd</sup> edition). Sudbury, Massachusetts: Jones & Bartlett Publishers. ISBN: 0763780782

Subscription (minimum of 12 weeks) to *SportsBusiness Daily*. To subscribe, please visit their website at [sbjcollege.com/subscribe](http://sbjcollege.com/subscribe) 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 Canvas at <https://wharton.instructure.com/courses/1230247> where you will be prompted to enter your username and password. You can then access the course lecture notes, syllabus, assignments 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*, *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](http://www.sportsbusinessdaily.com) website also contains an archive of past articles.

### **COURSE METHOD OF INSTRUCTION:**

Class sessions will follow a lecture/discussion format.

### **GRADING BASIS:**

TERM PAPER	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. texting, 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 are mandatory.

### **EXAM AND ASSIGNMENT POLICIES:**

Both examinations must be taken during the scheduled examination time. Any make-ups (for documented medical and family emergencies only) will be given only during the scheduled LGST departmental makeup period. Note that the makeup exam for the second examination is in September 2014. **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.

<b>CLASS SESSION/DATE</b>	<b>READING ASSIGNMENTS</b>
1 – W 1/15      Course Introduction and Requirements Introduction to Professional Sports	R & S - Preface
M 1/20      No Class – MLK Day	
2 – W 1/22      Introduction to Professional Sports	R & S Chapter 13
3 – M 1/27      Introduction to Professional Sports Teams	R & S Chapter 1 R & S Chapter 6
4 – W 1/29      Introduction to Professional Sports Teams	R & S Chapter 1 R & S Chapter 6
5 – M 2/3      Introduction to Professional Sports Teams	R & S Chapter 1 R & S Chapter 6
6 – W 2/5      Introduction to Professional Sports Teams	R & S Chapter 1 R & S Chapter 6
7 – M 2/10      Introduction to Professional Sports Teams	R & S Chapter 1 R & S Chapter 6
8 – W 2/12      Ownership	R & S Chapter 1
9 – M 2/17      Ownership	R & S Chapter 1
10 – W 2/19      Ownership	R & S Chapter 1
11 – M 2/24      Leagues – Structure and Background	R & S Chapter 2
12 – W 2/26      Leagues – Structure and Background	R & S Chapter 2
13 - M 3/3      Global Leagues Emerging and Niche Leagues	R & S Chapter 3 R & S Chapter 4

14 – W 3/5     **EXAMINATION #1 IN CLASS**

M 3/10 – W 3/12     No Class – Spring Break

15 – M 3/17     Emerging and Niche Leagues     R & S Chapter 4

16 – W 3/19     Revenue Sharing and Competitive Balance     R & S Chapter 5

17 – M 3/24     Revenue Sharing and Competitive Balance     R & S Chapter 5

18 – W 3/26     Labor Matters: Unions     R & S Chapter 9  
                    Labor Matters: Athlete Compensation     R & S Chapter 10

19 – M 3/31     Labor Matters: Athlete Compensation     R & S Chapter 10

20 – W 4/2     Labor Matters: Athlete Compensation     R & S Chapter 10

21 – M 4/7     Media     R & S Chapter 8

22 – W 4/9     Media     R & S Chapter 8

23 – M 4/14     College Sports - History and Structure     R & S Chapter 13

24 – W 4/16     College Sports - The NCAA and Conference Affiliation     R & S Chapter 14

25 – M 4/21     College Sports - The NCAA and Conference Affiliation     R & S Chapter 14  
                    **TERM PAPER DUE IN CLASS**

W 4/23     No Class

26 – M 4/28     College Sports - Member Institutions     R & S Chapter 15

27 – W 4/30     **EXAMINATION #2 IN CLASS**

### **WRITTEN ASSIGNMENT**

Students will write a 15-20 page, double-spaced, term paper about an issue of current, critical importance to the sports industry. Students are expected to write clearly, comprehensively and intelligently on a key issue in sports business. They are encouraged to challenge the accepted standards of the industry, but each paper must demonstrate a professional understanding and a practical applicability of industry issues, practices, concepts and consequences across the various disciplines of sports business.

\* While the work must be of extremely high caliber, the writing assignments are designed as practical rather than academic exercises. They should more closely resemble a strategic memo

than an academic paper. Be concise; omit needless words. Use footnotes for all necessary citations and attributions.

- \* There is a premium on the quality of ideas and their practical application.

- \* The quality of thinking and expression are critical factors in grading. If you aim for common and traditional dogma, your grade will be common and traditional. This is a chance to excel by displaying depth in comprehension of the subject matter and by expressing new ideas, demonstrating analytical and strategic application and by challenging typical practices.