UNIVERSITY OF PENNSYLVANIA
WHARTON SCHOOL

LGST 207-001 — Sports Business Management
Professor Scott Rosner — Phone: (215) 573-0577
Fall 2016 — Office: 654 Huntsman Hall
M/W 10:30-12 — Office Hours: T 9:30-10:30
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. (2010). The Business of Sports (2nd edition). Sudbury, Massachusetts: Jones & Bartlett Publishers. ISBN: 0763780782

Subscription (minimum of 12 weeks) to *SportsBusiness Daily*. To subscribe, please visit their website at https://www.sportsbusinessdaily.com/College-University/Subscribe/College-Subscription.aspx. Once on the site, select "University of Pennsylvania-Wharton School" from the dropdown menu. 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://canvas.upenn.edu/courses/1334334 where you will be prompted to enter your username and password. You can then access the course lecture notes, syllabus, assignments and materials. You should print the lecture slides and bring them to class with you. 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 website 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, 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.

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. 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!

Students (and the professor) often find the presence of laptops and tablets to be distracting—whether because having the devices in class makes it more likely that students will engage in activities such as texting or online social networking, or because students find themselves distracted by their peers' use of devices to type, message, play games, or "surf" the internet. For this reasons, **the use of laptops, tablets, etc. during class is not permitted**. The necessity of classroom interaction in this course negates the usefulness of laptops as a note-taking device. The use of your laptop/tablet/etc. during class can also prove distracting to your classmates, so please refrain from using your laptop/tablet/etc. during class. Any students engaging in the use of these devices may receive a downward grade departure in class participation.

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 will be negatively impacted by deficient attendance; students will fail the course automatically (even if they are able to earn enough points on the exams and papers to otherwise pass the course) if their attendance is deemed poor by the professor and/or TA.** Students are encouraged to discuss the adequacy of their participation with the professor and TA. Attendance on class sessions in which there are guest speakers are

mandatory. Students should print the slides for that day's lecture from the course Canvas website and bring them to class.

EXAM AND ASSIGNMENT POLICIES:
Both examinations must be taken during the scheduled examination time. Any make-ups (for documented medical and family emergencies only – not job interviews, delayed travel plans, etc.) will be given only during the scheduled LGST departmental makeup period after classes end. Note that the makeup exam for the second examination is in January 2017. **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.

CLASS SESSION/DATE		**READING ASSIGNMENTS**
1 – W 8/31	Course Introduction and Requirements Why Sports?	R & S - Preface
M – 9/5	No Class – Labor Day	
2 – W 9/7	History of Sports Business The Intersection of Sports Business and the Law *Guest Speaker – Jason Hillman, VP/General Counsel, Cavaliers Operating Company, LLC*	R & S Chapter 1
3 – M 9/12	Diversity Issues Sizing the Market Current Status	R & S Chapter 1

4 – W 9/14	Team Revenues and Expenses League Revenues	R & S Chapter 1 R & S Chapter 6
5 – M 9/19	League Revenues Team Financial Data	R & S Chapter 6 R & S Chapter 1 R & S Chapter 6
6 – W 9/21	Business Priorities of Sports Teams Nuances of Sports Leagues Individual Sports	R & S Chapter 1 R & S Chapter 6
7 – M 9/26	Sports Fan Data Sports Industry - Weaknesses and Threats	R & S Chapter 1 R & S Chapter 6
8 – W 9/28	Sports Industry – Strengths and Opportunities	R & S Chapter 1 R & S Chapter 6
M – 10/3	No Class	
9 – W 10/5	Ownership	R & S Chapter 1
10 – M 10/10	Ownership	R & S Chapter 1
W – 10/12	No Class	
11 – M 10/17	Leagues – Structure and Background	R & S Chapter 2
12 – W 10/19	**EXAMINATION #1 IN CLASS**	
13 – M 10/24	Leagues – Structure and Background	R & S Chapter 2
14 – W 10/26	Global Leagues	R & S Chapter 3
15 – M 10/31	Global Leagues	R & S Chapter 3
16 – W 11/2	Emerging and Niche Leagues	R & S Chapter 4
17 – M 11/7	Emerging and Niche Leagues	R & S Chapter 4
18 – W 11/9	Revenue Sharing and Competitive Balance	R & S Chapter 5
19 – M 11/14	Revenue Sharing and Competitive Balance	R & S Chapter 5
20 – W 11/16	Labor Matters: Unions Labor Matters: Athlete Compensation	R & S Chapter 9 R & S Chapter 10

21 – M 11/21	Media	R & S Chapter 8
W – 11/23	No Class	
22 – M 11/28	Media	R & S Chapter 8
23 – W 11/30	College Sports - History and Structure	R & S Chapter 13
24 – M 12/5	College Sports - The NCAA and Conference Affiliation **TERM PAPER DUE IN CLASS**	R & S Chapter 14
25 - W 12/7	College Sports - Member Institutions	R & S Chapter 15
26 – M 12/12	**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. Be concise; omit needless words. Necessary citations and attributions must be made and should be contained either in the text itself or in footnotes.
* 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.