

**UNIVERSITY OF PENNSYLVANIA  
WHARTON SCHOOL**

**LGST 207 – 001 and 002**

Spring 2018  
Rob DiGisi  
M/W 10:30AM and 12:00PM  
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**SPORTS BUSINESS MANAGEMENT**

265 Huntsman Hall  
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**SYLLABUS**

**COURSE DESCRIPTION:**

The Entertainment and Sports industry has become the United States' second largest export product and has grown to over \$500 Billion in worldwide revenues. Coupled with its global economic significance, the excitement, glamour and competitiveness of show business arouses intrigue like no other industry. The focus of this new course is two-fold: to provide students with a framework for understanding the unique dynamics, structure, delivery systems other business disciplines that shape the Sports industry including intercollegiate, Olympic and professional sports enterprises.

**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 *Sports Business Daily*. To subscribe, please visit their website at [www.sbjcollege.com/subscribe](http://www.sbjcollege.com/subscribe) you'll find University of Pennsylvania-Wharton School in the drop down menu then my name and it will direct you to an order form.

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 will be posted on the course website on Canvas at <https://canvas.upenn.edu/courses/1375934> 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 created 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](http://www.sportsbusinessdaily.com) website also contains an archive of past articles.

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

Class sessions will follow a lecture/discussion format.

Each class begins with discussion of current sports business topics, not scores or performances.

There may be occasion to add assignments, such as a Case Analysis.

There may be Guest Speakers during class or at a special time.

### **GRADING BASIS:**

TERM PAPER 250 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! Be prepared to be called upon. 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. 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. **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 1/10	Course Introduction and Requirements Why Sports?	R & S - Preface
M 1/15	No Class – MLK Jr. Day	
2 – W 1/17	History of Sports Business	R & S Chapter 1
3 – M 1/22	Diversity Issues Sizing the Market Current Status	R & S Chapter 1
4 – W 1/24	Team Revenues and Expenses League Revenues	R & S Chapter 1 R & S Chapter 6
5 – M 1/29	League Revenues Team Financial Data	R & S Chapter 6 R & S Chapter 1 R & S Chapter 6
6 – W 1/31	Business Priorities of Sports Teams Nuances of Sports Leagues Individual Sports	R & S Chapter 1 R & S Chapter 6
7 – M 2/5	Sports Fan Data Sports Industry - Weaknesses and Threats	R & S Chapter 1 R & S Chapter 6
8 – W 2/7	Sports Industry – Strengths and Opportunities	R & S Chapter 1 R & S Chapter 6

9 - M 2/12	Leagues – Structure and Background	R & S Chapter 2
10 – W 2/14	Leagues – Structure and Background	R & S Chapter 2
11 – M 2/19	Leagues – Structure and Background	Readings to be distributed
12 – W 2/21	Sports Marketing Sponsorship and Licensing	Readings to be distributed
13 – M 2/26	Sports Marketing – Market Research – Jon Last	Readings to be distributed
14 – W 2/28	<b>EXAMINATION #1 IN CLASS</b>	
M 3/5 and W 3/7 SPRING BREAK – NO CLASS		
15 – M 3/12	Melissa Brenner – Sports and Digital Marketing	Readings to be distributed
16 – W 3/14	Dana Rosenberg – Sports Partnerships	Readings to be distributed
17 – M 3/19	Tim McDermott Major League Soccer	R & S Chapter 3
18 – W 3/21	Bobby Sharma Emerging Leagues	R & S Chapter 4
19 – M 3/26	Emerging and Niche Leagues	R & S Chapter 4
20 – W 3/28	Revenue Sharing and Competitive Balance	R & S Chapter 5
21 – M 4/2	Revenue Sharing and Competitive Balance	R & S Chapter 5
22 – W 4/4	Labor Matters: Unions	R & S Chapter 9
23 – M 4/9	Labor Matters: Athlete Compensation <b>TERM PAPER DUE IN CLASS</b>	R & S Chapter 10
24 – W 4/11	College Sports - History and Structure	R & S Chapter 13
25 – M 4/16	College Sports - The NCAA and Conference Affiliation	R & S Chapter 14
26 – W 4/18	College Sports - Member Institutions	R & S Chapter 15
27 – M 4/23	TBD – Speaker Likely	
28 – W 4/25	<b>EXAMINATION #2 IN CLASS</b>	

### **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 (In other words no better than a C.) This paper 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.