

**UNIVERSITY OF PENNSYLVANIA
WHARTON SCHOOL**

LGST 809-401/MGMT 815
Professor Mason Ashe
Spring 2018
M 3-6:00pm
e-mail: ashem@wharton.upenn.edu

Sports Business Management
Phone: (301) 310-2229
Office: 619 Huntsman Hall
Office Hours: M 1:30-2:30p
Classroom: JMHH 250

Secretary: Cherly Vaughn-Curry, 600 Huntsman Hall, (215) 898-7688
T.A.: TBD

SYLLABUS

COURSE DESCRIPTION:

The course examines a variety of business and legal disciplines as they apply to the sports industry. It provides an overview of the global sports business ecosystem consisting of high school, intercollegiate, Olympic and professional sports organizations. It also evaluates the business issues encountered and business principles utilized in the management of sports enterprises from the perspectives of the owners, players, sponsors, and fans.

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 will be posted on the course website on Canvas at <https://canvas.upenn.edu/courses/1391631> 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 if they are posted 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 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*, *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:

GROUP PROJECT – CASE STUDY	30 percent
EXAMINATION #1	30 percent
EXAMINATION #2	30 percent

PARTICIPATION:

Class participation will be worth 10 percent of your final grade. As this is a course that meets only once each week, attendance to each session is required. 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.

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. This class will observe the MBA program's policy on student use of electronic devices in the classroom. Therefore, **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. Violations of the rules will be reflected in the class participation aspect of the course grade.

You must attend the section in which you are enrolled, as there is limited space in the classroom and the undergraduate 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.** Students are encouraged to discuss the adequacy of their participation with the professor and TA. Students should print the slides, if posted, 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, early spring break, etc.) will be given only during the scheduled LGST departmental makeup period at the end of this semester. **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 may 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 1/10	Course Introduction and Requirements Why Sports?	R & S - Preface
M – 1/15	No Class – MLK Day	
2 – M 1/22	History of Sports Business	R & S Chapter 1
3 – M 1/29	Diversity Issues Sizing the Market Current Status Team Revenues and Expenses Team Financial Data	R & S Chapter 1
4 – M 2/5	Leagues – Structure and Background League Revenues Nuances of Sports Leagues Business Priorities of Sports Teams Individual Sports	R & S Chapter 2 R & S Chapter 6
5 – M 2/12	Ownership Global Leagues	R & S Chapter 1 R & S Chapter 3

6 – M 2/19	Emerging and Niche Leagues	R & S Chapter 4
7 – M 2/26	Revenue Sharing and Competitive Balance	R & S Chapter 5
M 3/5	Spring Break	
8 – M 3/12	EXAMINATION #1 IN CLASS	
9 – M 3/19	Labor Matters: Unions	R & S Chapter 9
	Labor Matters: Athlete Compensation Framework	R & S Chapter 10
	Sports Analytics	
10 – M 3/26	Labor Matters: Athlete Compensation	R & S Chapter 10
	Inflationary Salary Mechanisms	
	Deflationary Salary Mechanisms	
	Global Framework	
11 – M 4/2	Olympics	R & S Chapter 12
	College Sports - History and Structure	R & S Chapter 13
12 – M 4/9	College Sports - The NCAA and Conference Affiliation	R & S Chapter 14
	Amateurism and Reform	R & S Chapter 17
	GROUP PROJECT DUE IN CLASS	
13 – M 4/16	Gender Equity	R & S Chapter 16
	Race	R & S Chapter 18
14 – M 4/23	EXAMINATION #2 IN CLASS	

WRITTEN ASSIGNMENT - CASE STUDY – GROUP PROJECT

Working in groups of 3 self-selected by the students, groups will research, analyze, write and present a case study assigned by the professor on the topic of franchise relocation facing sports industry leaders and communities in 2018. The case should be approximately 15 pages, double-spaced, excluding any exhibits, appendices and bibliography.

The projects will be worth 30% of your course grade and will be evaluated on the quality of the written case study by the group. *Each student in the group will: (1) receive the same grade as the rest of the group for the written aspect of the project which will account for 75 points; (2) receive an individual grade based on the peer evaluation, which will account for 25 points.*

The written aspects of the Case Study – Group Project will be graded based on the following criteria:

- * *Completeness* - Complete in all respects, reflects all requirements.
- * *Understanding* - Demonstrates a sophisticated understanding of the topic(s) and issue(s).
- * *Analysis, Evaluation and Recommendations* -
 - a) Presents an insightful and thorough analysis of all issues identified; includes all necessary financial calculations (if any);
 - b) Makes appropriate and powerful connections between the issues identified and the strategic concepts studied in the reading and in class; demonstrates complete command of the strategic concepts and analytical tools studied;
 - c) Supports diagnosis and opinions with strong arguments and evidence; presents a balanced and critical view; interpretation is both reasonable and objective;
 - d) Presents detailed, realistic and persuasive recommendations clearly supported by the information presented and research; presents alternative strategies to solve the problem, briefly noting the advantages and disadvantages of each possible alternative.
- * *Research* - Supplements research with relevant and extensive research into the present situation; clearly and thoroughly documents all sources of information.
- * *Writing mechanics* - Writing demonstrates a sophisticated clarity, conciseness, and correctness; includes thorough details and relevant data and information; extremely well-organized; and persuasive.

The Peer Evaluation aspect of the Case Study - Group Project will be graded based on each individual's contribution to the successful completion of the project, based on the other project team members' assessments.