

**UNIVERSITY OF PENNSYLVANIA
WHARTON SCHOOL**

LGST 207 Fall 2020

Tuesdays 3:00PM - 6:00 PM

Instructor: Rob DiGisi

Office: Only digital this semester

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SPORTS BUSINESS MANAGEMENT

Online by Video Conference

Office Hours via BlueJeans by

Appointment

Cell: 302-379-0848

SYLLABUS

COURSE DESCRIPTION :

The sports industry has become the second largest export product in the United States with over \$600 billion in worldwide revenues. Coupled with its global economic significance, the excitement and competitiveness of the business are unmatched. The focus of this course is two-fold: to provide students with a framework for understanding the unique dynamics, structure, delivery systems and marketing strategies that shape the sports industry and to examine how non-sports organizations leverage sports and entertainment properties to achieve separate and distinct marketing objectives. Through understanding the unique elements of the sports industry, students will have an appreciation for the unique business dynamics a product that evokes so much passion as well as have a point of reference for understanding the core structure of other industries.

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 organizational structure of sports leagues and associations, media strategies, emerging leagues, sponsorship, licensing and the application of business principles to sports.

REQUIRED MATERIALS:

Lecture Slides: All lecture slides on PPT will be posted on the course website on Canvas at <https://canvas.upenn.edu/courses/1534094>. It is recommended that students print the slides for that day's lecture from the course Canvas website and supplement them with their own notations.

Articles: Relevant articles are organized by class number on the Canvas site. Daily reading of the trade publications is required to provide context to the concepts discussed and serve as the basis for a current events discussion. Trade publications can be supplemented with any number of sources including Forbes, ESPN, Wall Street Journal, etc. Students will be called on during class for questions on the readings. Please see the section on "Participation" below.

Industry Trade Publications:

- ♦ A 16-week subscription to *Sports Business Daily*. To subscribe, please visit their website at 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. Access to www.sportsbusinessdaily.com contains an archive of past articles that are useful for additional information and as a resource for researching your group project and your research paper.
- ♦ *Sportico* (particularly The Lead and John Wall Street) are **FREE** daily newsletters providing analysis of sports business issues in a concise fashion. In addition to Sports Business Daily, it is an excellent source of current events in the sports industry. <https://www.sportico.com/>
- ♦ *Sports Marketing and PR Pros* This **FREE** weekly newsletter is published Sunday mornings by PR exec and Columbia lecturer, Joe Favorito. The newsletter aggregates relevant articles from an assortment of publications. There are also postings for industry events and for jobs available. Before week 3 of the class, I will submit a class list to Joe.

SUPPLEMENTAL MATERIALS:

The Business of Sports (2nd edition) by Profs. Scott Rosner and Ken Shropshire is a comprehensive collection of readings that focus on the sports industry and the dilemmas faced by today's sports business leaders including professional, Olympic, and collegiate sports. It covers the major business disciplines of management, marketing, finance, accounting, ethics and law. This text was required in previous iterations of this course. It is NOT required but is an excellent resource for students requiring more information about the industry.

COURSE METHOD OF INSTRUCTION:

Class sessions will follow a lecture/discussion format. As the class moves along a number of guest speakers have been arranged to provide practical industry insights to the topics reviewed in class. Guest speaker information is not supplemental and will be included on exams.

Each class begins with a 15-20 minute discussion of current sports business topics, not wins/losses or performances. The topics covered will come mostly from the Sports Business Daily. Students will be placed into Study Groups of four to discuss assigned current events and assigned readings before each class. Students who want to be in the same group should email the Professor by Sept. 4. Students will be notified of their group by Sept. 8. Beginning Sept. 14, a group will be selected each class using a random number generator mobile app. Such groups will bring up a current event topic of their choice and all members are expected to contribute. Other class members are encouraged inject their viewpoint and address questions from the professor.

As everyone knows, classroom dynamics and quite frankly, the entire college experience will be dramatically different in the Fall of 2020. Therefore, I will host a series of **virtual breakfasts, lunches or happy hours** with each study group. Using Wharton's video conference system, Blue Jeans, we'll gather online and get to know each other early in the semester. This brief time together will also provide an opportunity for students to get to know each other as so much of the on campus dynamic will be missing. Groups can start scheduling times as early as Sept 4. I will provide great flexibility in scheduling these get togethers as early as possible.

PARTICIPATION:

Class participation is vital to success in this course. Students are expected to attend and be prepared for every class. Study groups should discuss assigned readings Before each class. From time to time, study groups will be selected (random number generator app) to comment on/address questions from the professor. Participation, emanating from careful reading and thorough analysis of the assigned materials, is vital to the quality of the course. It is also important to build upon other students' comments so attentive listening is part of quality participation. **MANDATORY ATTENDANCE IS A GIVEN.** Absence or failure to be prepared will be recorded and results will be reflected in your final class grade.

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. Due to virtual format in the Fall of 2020, there may be participation issues due to time zone issues. Students should raise any issues with the professor.

GRADING:

Group Project	20%
Examination #1	25%
Examination #2	25%
Term Paper	30%
Class Participation	Will be the difference if you are close to next grade up (or down)

EXAM AND ASSIGNMENT POLICIES:

The first examination will be taken during the scheduled examination time. The second examination will be taken during the assigned Final Exam period. Any make-ups (for documented medical and family emergencies only – not job interviews, travel plans, etc.) will be given only during the scheduled LGST departmental makeup period in January 2021. Both exams will be closed notes. The second exam is not cumulative; it builds upon the first half and covers material addressed since 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.

WRITTEN ASSIGNMENTS

Small Group Project:

Teams of four (separate from the study groups) will be formed to evaluate and offer a recommendation on an emerging professional sports league. Much like a business situation, the teams will be created by the boss (the Professor.) Through 5-6 pages, the team should address the major challenges, environmental factors and unique opportunities facing a select nascent league. It's always helpful to apply concepts from first half of the class into the analysis. Each group will choose a specific league based on a class-wide random draft. Randomly selected teams will present their case in class using no more than one slide.

Term Paper

Students will write, a business term paper about an issue of current, critical importance to the sports industry. Length must be no less than 10 pages and certainly no longer than 15 pages. Students are encouraged to challenge the accepted standards of the industry and each paper must demonstrate a professional understanding and a practical applicability of industry issues, practices, concepts and consequences of the sports business. Papers should be well organized and conclude with a recommendation.

- ◆ While the work must be of extremely high caliber, the writing assignments are designed as practical rather than academic exercises. Be concise.
- ◆ 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.

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.

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 as of Aug. 15, 2020 and is subject to change. Course topics, assigned reading from the text and course are listed below.

Class	Date	Topics
1	1-Sep	Why Sports? Course Requirements History of Sports/Diversity
2	8-Sep	Industry Overview Priorities and Challenges ** Study Groups Teams Assigned **
3	15-Sep	Revenues and Expenses Ownership/Franchise Valuation
4	22-Sep	Unions and Player Compensation Revenue Sharing/Competitive Balance ** Project Teams Assigned **
5	29-Sep	Emerging Leagues – ** Draft For Emerging League Projects ** GUEST SPEAKER - Digital Media - Ishwara Glassman Chrein- Head of Partnerships, Yahoo Sports
6	6-Oct	First Half Review GUEST SPEAKER - Dave Sholler EVP of Communications, Philadelphia 76ers and HBSE ** Research Paper Topic Due **
7	13-Oct	** Exam #1** GUEST SPEAKER - Damon Phillips, Pres and GM NBC Sports Washington DC
8	20-Oct	Media GUEST SPEAKER - Chris Benyarko, EVP, NBA Direct to Consumer
9	27-Oct	** Team Projects Due and Presentations** GUEST SPEAKER - TBD
10	3-Nov	Marketing Intro Licensing
11	10-Nov	Sponsorship GUEST SPEAKER - Julia Cheney, Corporate Consultant, CAA
12	17-Nov	College Sports Golf, Tennis, Motorsports ** Research Paper Due **
13	1-Dec	Sports Gambling GUEST SPEAKER - Sara Slane, Principal, Slane Associates
14	8-Dec	GUEST SPEAKER - Jenna Kurath, VP of Comcast 2nd Half Review

Dec 15-22**Exam #2**