Course Objective: In this course we investigate how economic principles apply to professional and amateur sports. The topics include league structure, team decision making, labor relations, incentive structures and stadium financing. The course is designed to illuminate economic principles foremost using sports as a convenient vehicle to represent these ideas. By the end of the course, it is expected that you will have more insight into the economic issues involved in sports.

Texts: The Economics of Sports, 4th edition by Michael Leeds and Peter von Allmen (LVA) is the suggested textbook for this course. I note that all of my notes will be posted to the course moodle site and these notes are a good substitute for the textbook. The textbook is suggested/recommended but not required. A used/older version of the book will also suffice. The first or second edition of Leeds and von Allmen is a reasonable substitute text, as is Rodney Fort’s book Sports Economics.

Course Web Page: Course materials will be posted on moodle at moodle.uncc.edu. Many of the documents there are password protected with the password:

Grading: Grading will proceed in the following manner.

- Class participation (see below) worth 150 points
  - 10 pts: In-Class Discussion and Participation
  - 40 pts: In-Class Quizzes (4 quizzes)
  - 100 pts: Homeworks (5 homeworks)

- 1 Midterm Exam worth 100 points

- 1 Cumulative Final Exam worth 150 points [THE FINAL EXAM IS REQUIRED]

Out of the possible 400 points in the class, the grades will follow as such:

\[
A \ 400-360 \  B \ 359-320 \  C \ 319-280 \  D \ 279-240 \  F \ 239-0
\]

Test scores are NOT rounded up. Rounding of final course scores follow standard practice (only .5 or above will be rounded up to the next whole number).

Extra Credit: Individual extra credit projects are not offered in this class.

Class Participation: As class participation is important to the learning process, this class will have a participation component. Class participation will include in-class discussions, pop quizzes, and homework
assignments. Pop quizzes must be taken at the time they are administered. If you miss a pop-quiz you will be given a zero (0) for that particular assignment.

**Academic Honesty:** Please note that academic misconduct (cheating) will NOT be tolerated. In addition, students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submission of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Academic evaluations in this course include a judgment that the students work is free from academic dishonesty of any type; and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases, the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**Make-up Exams and Tardy Projects:** Make-up exams are generally not offered. Make-up exams will be offered if you miss an exam while officially representing the University at an off-campus event. If you miss an in-class exam, without prior consultation with the teacher of record, you will be given a zero (0) for that exam, and the weight of the missed exam may be placed on the final exam. Any out-of-class project turned in late can earn a maximum of 60% of the project’s original value.

**ADA Compliance:** As a faculty member, I am required by law to provide “reasonable accommodation” to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty at the beginning of the semester and in providing authorized documentation through designated administrative channels.

**Cell Phones:** All beepers, pagers and cell phones must either be turned off prior to class starting or placed in silent mode. The proliferation of cell phones and other communication devices does not mitigate the negative externalities imposed on others when they activate during class.

Statement on Diversity: The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

**Some important dates:**

- Classes begin: August 20
- Labor Day: September 3
- Fall Break: October 8-9
- Thanksgiving Break: November 22-24
- Classes End: December 7
- Last Class: Tuesday, December 4
- Midterm Exam: Tuesday, October 16
- Final Exam: Tuesday, Dec. 13 (8AM-10:30AM)
Course Outline (Subject to Change)

1. Introduction (LVA Ch 1 and 2)

2. The Franchises
   (a) Profitability I: Ticket and concession pricing (LVA Ch. 3)
   (b) Profitability II: Team Quality (LVA Ch. 3)

3. The Leagues
   (a) The role of leagues (LVA Ch. 4)
   (b) Competitive balance (LVA Ch. 5)
   (c) League rules, institutions, and incentives (handouts)

4. The Managers
   (a) Managerial quality and team performance (handouts)
   (b) Why fire the coach? (handouts)

5. The Professional Players
   (a) Player value and salary determination (LVA Ch. 8 and 9, handouts)
   (b) Wage inequality (handouts)
   (c) Steroids and performance enhancing drugs (handouts)
   (d) Age and race in sports labor markets (LVA Ch. 10, handouts)

6. The Amateur Players: College athletics (LVA Ch. 11, handouts)

7. The Cities
   (a) Stadium economics (LVA Ch. 6 and 7, handouts)
   (b) Economic impacts of franchises and events (LVA Ch. 7)
   (c) Sports Sponsorships (handouts)