

PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

DR. PATRICK RISHE

MBAM698.12

ISSUES IN BUSINESS: SPORTS MANAGEMENT

FALL 2008 SESSION B

TUESDAYS

8:00AM – 12:00PM

MALIBU

SYLLABUS

**ISSUES IN BUSINESS:
SPORTS MANAGEMENT
MBAM698.12
FALL 2008
SESSION B**

Day/Class time, *Tuesdays/8am – 12pm*

Location: *Malibu Campus*

Professor's Name: *Dr. Patrick Rishe*

Office Phone # 346

Phone Number: *314.540.4017*

E-mail address: *patrick@sportsimpacts.net*

Course Description

This course will take business principles from economics, finance, marketing, and management and apply them to the business of sports. Topics include: collective bargaining agreements, ticket pricing and salary determination, revenue and expenses of pro and college sports, economic impact studies, financing of stadiums and arenas, and evaluating whether sports betting markets operate efficiently.

Course Objectives

1. Introduce Students to Business Theories spanning the disciplines of economics, finance, marketing, and management.
2. Demonstrate how these theories/principles are applied in various settings within the sports business world.
3. Demonstrate the importance of ethically reporting financials so as to minimize the likelihood of management error or misallocation of resources.

Course Outline:

- *Topic 1 – OCTOBER 21ST*
 - Sports Labor Markets and Collective Bargaining Agreements;
 - NFL, MLB, NBA, NHL

- *Topic 2 – OCTOBER 28TH*
 - Supply and Demand Impacting Prices
 - Ticket Pricing
 - Variable Pricing
 - Salaries
 - NFL, NBA, MLB, NHL, NASCAR, Golf

- *Topic 3 – NOVEMBER 4TH*
 - The Economics of Pro and College Sports
 - Revenues and Expenses
 - Accounting Practices
 - Revenue Sharing and Insurance Premiums
 - The Application of Ethics in Reporting Financial Information in Pro and College Sports

- *Topic 4 – NOVEMBER 11TH*
 - Facility Economics and Financing

- Principles of Taxation
- Taxes versus Bonds
- Public v private financing
- Historical perspective of the various stadium eras
- Latest trends in financing facilities

- *Topic 5 – NOVEMBER 18TH*

- Economic Impact and Event Bidding
 - Impact Studies
 - Methodology, Benefits and Critiques, Examples
 - Ethics in Reporting Economic Impact Estimates
 - Event Bidding
 - Sports Commissions and CVBs
 - Steps in the Bidding Process

- *Topic 6 – NOVEMBER 25TH*

- Sports Betting Markets
 - Efficient Market Theory
 - The workings of the betting market
 - Are betting markets efficient?
- Structure of Competition and Economic Incentives

- And its impact on athlete performance.

- FINAL EXAM – DECEMBER 2ND

Texts and Course Materials

- Sports Business Daily www.sportsbusinessdaily.com
 - \$50 subscription for 12 weeks access (student rate);
- Economics of Sports PowerPoints;
 - <http://rodneyfort.com/PHSportsEcon/Instructors/PPTSlides/PPTSlides.html>
 - From the book authored by Sports Economist Rodney Fort;
- Miscellaneous articles to be assigned throughout the term.

Course Evaluation (3 exams):

- Exams scheduled for NOVEMBER 4, NOVEMBER 18, AND DECEMBER 2.
- Exams on Nov 4th and Nov 18th will take place at the beginning of class and last approximately 90 minutes, and then after a short break class will resume.

Grading Scale:

94-100 (A), 90-93 (A-), 87-89 (B+), 84-86 (B), 80-83 (B-), 77-79 (C+), 74-76 (C), 67-73 (C-), 60-66 (D), Below 60 (F).

Attendance Policy

- Students are expected to attend class, and if class is missed, it is the student's responsibility to obtain material missed.

Conduct

This course may require electronic submission of essays, papers, or other written projects through the plagiarism detection service Turnitin (<http://www.turnitin.com>). Turnitin is an online plagiarism detection service that conducts textual similarity reviews of submitted papers. When papers are submitted to Turnitin, the service will retain a copy of the submitted work in the Turnitin database for the sole purpose of detecting plagiarism in future submitted works. Students retain copyright on their original course work. The use of Turnitin is subject to the Terms of Use agreement posted on the Turnitin.com website. You may request, in writing, to not have your papers submitted through Turnitin. If you choose to opt-out of the Turnitin submission process, you will need to provide additional research documentation and attach additional materials (to be clarified by the instructor) to help the instructor assess the originality of your work.

The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

- *Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.*
- *Forgery, alteration, or misuse of University documents, records, or identification.*
- *Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.*
- *Interference with the academic or administrative process of the University or any of the approved activities.*
- *Otherwise unprotected behavior that disrupts the classroom environment.*
- *Theft or damage to property.*
- *Violation of civil or criminal codes of local, state, or federal governments.*
- *Unauthorized use of or entry into University facilities.*
- *Violation of any stated policies or regulations governing student relationships to the University.*

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

Dismissal – *separation of the student from the University on a permanent basis.*

Suspension – *separation of the student from the University for a specified length of time.*

Probation – *status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student’s privileges may accompany probation.”*

Policy on Disabilities

Assistance for Students with Disabilities

The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of

the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: <http://www.pepperdine.edu/disabilityservices/>.