

LSC Use Only Proposal No: _____ LSC Action-Date: _____
 UWUCC Use Only Proposal No: 1239a UWUCC Action-Date: App-9/25/12 Senate Action Date: App-10/9/12

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit	Economics	Phone	724-357-2640

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

New Course
 Course Prefix Change
 Course Deletion
 Course Revision
 Course Number and/or Title Change
 Catalog Description Change

Current course prefix, number and full title: ECON 239: Economics of Sports

Proposed course prefix, number and full title, if changing: _____

2. Liberal Studies Course Designations, as appropriate
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills
 Knowledge Area
 Global and Multicultural Awareness
 Writing Across the Curriculum (W Course)
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

Global Citizenship
 Information Literacy
 Oral Communication
 Quantitative Reasoning
 Scientific Literacy
 Technological Literacy

3. Other Designations, as appropriate

Honors College Course
 Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

Catalog Description Change
 Program Revision
 Program Title Change
 New Track
 New Degree Program
 New Minor Program
 Liberal Studies Requirement Changes
 Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Stephanie M. Aspfors</i>	9-12-12
Department Chairperson(s)	<i>Todd Potts</i>	9-12-12
College Curriculum Committee Chair	<i>Handy Desch</i>	9-12-12
College Dean	<i>Ham</i>	9-12-12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	<i>Gail Sechrist</i>	9/25/12

Received
 SEP 20 2012
Liberal Studies

ECON 239: Course Revision: Proposed Revisions and Rationale

1. Summary of Proposed Revisions

- A. The catalog description has been changed.
- B. The course objectives have been rewritten.
- C. A required textbook has been added.
- D. The bibliography has been updated.

2. Rationale of Proposed Revisions

- A. The catalogue description has been revised to better reflect what is currently being taught in the course.
- B. The course objectives have been rewritten to be more consistent with the current desired student learning outcomes.
- C. A required textbook has been added to represent current practice.
- D. The bibliography has been updated to include more recent seminal works in the field of sports economics.

Since this course was originally approved the field of sports economics has experienced rapid growth. This growth has led to the emergence of new textbooks written by leading sports economists, providing an updated roadmap for faculty at other universities who teach in this topic. This course revision is being submitted to reflect the incorporation of this new and up-to-date body of work.

3. Included:

- A. New Syllabus of Record (included first)
- B. Old Syllabus of Record (included last)

ECON 239: Economics of Sports - Syllabus of Record

I. Catalog Description

ECON 239 (3h-0l-3cr)
3 lecture hours
0 lab hours
3 credit hours

Prerequisites: none

Introduces and develops the economic way of thinking as it applies to the sports industry. Topics covered include: the organizational structure of the major American sports leagues (e.g., revenue sharing, salary restrictions, and competitive balance), labor issues in sports (e.g., free agency, reserve clause, unions, strikes, and discrimination), the legal relationship between sports and governments (e.g., the relationship between antitrust law and sports), and the issue of sports and public finance (e.g., location and financing of sports franchises and public ownership of stadiums and arenas).

II. Course Objectives

Upon completion of this course, students will be able to...

1. Demonstrate knowledge of fundamental economic concepts, particularly in how these concepts relate to the sports industry.
2. Analyze differences in organizational structure across the major American sports leagues, such as the generation and distribution of revenues, restrictions on player salaries, and the promotion of competitive balance.
3. Discuss the interplay between sports leagues and antitrust policy and the seminal court cases that have led to full and/or partial exemptions to federal antitrust laws for certain leagues.
4. Compare and contrast the various funding mechanisms state and local municipalities have used to attract and/or keep a sports franchise as well as critically analyze the economic benefits of a sports franchise to a city.
5. Demonstrate an understanding of the labor market in professional sports, particularly the determination of player salaries and key disputes between player unions and league management.

III. Course Outline

<i>Chapter/Topic</i>	<i>Class Hours (running total)</i>	<i>Course Objective</i>
Chapter 1: Economics and Sports	3 (3)	Objective #1
Chapter 2: Review of the Economists Arsenal	4.5 (7.5)	Objective #1
(Outside Material) Applications of the Demand for Tickets: Price Elasticity of Demand and Gate Revenue and Variable Ticket Pricing	1.5 (9)	Objective #1
Chapter 3: Sports Franchises as Profit-Maximizing Firms	3 (12)	Objective #2
(Outside Material) League-by-League Revenue, Valuation, and Profit Analysis	1.5 (13.5)	Objective #2
Exam #1	1.5 (15)	Objectives #1 and #2
Chapter 4: Monopoly and Antitrust	3 (18)	Objective #3
(Outside Material) History of Antitrust Legislation in Professional Sports	3 (21)	Objective #3
Chapter 5: Competitive Balance	3 (24)	Objective #2
Chapter 6: The Public Finance of Sports: The Market for Teams	4.5 (28.5)	Objective #4
Exam #2	1.5 (30)	Objectives #2, #3, and #4
Chapter 7: The Costs and Benefits of a Franchise to a City	3 (33)	Objective #4
(Outside Material) Arguments For and Against Using Public Funding to Attract and/or Keep a Sports Team	1.5 (34.5)	Objective #4
(Outside Material) The NFL Salary Cap and Key Disputes Between NFL Players and NFL Owners	1.5 (36)	Objectives #2 and #5
Chapter 8: An Introduction to Labor Markets in Professional Sports	3 (39)	Objective #5
Chapter 9: Labor Market Imperfections	3 (42)	Objective #5
Final Exam	During Finals Week	Objectives #2, #4, and #5

IV. Evaluation Methods

There will be three in-class exams (including the final exam) that include multiple choice and short answer questions, as well as ten other assignments, which will be a combination of in-class quizzes and take-home assignments.

Exam #1: 25%

Exam #2: 25%

Final Exam: 25%

Quizzes and Take-Home assignments: 25%

Total: 100%

V. Sample Grading Scale

A: 90% - 100%

B: 80% - 89%

C: 70% - 79%

D: 60% - 69%

F: Below 60%

VI. Attendance Policy

The attendance policy for this course is consistent with the *Undergraduate Attendance Policy* outlined in IUP's Undergraduate Catalog.

VII. Required Textbook

Leeds, M. & Von Allmen, P. (2011). *The Economics of Sports* (4th ed.). Pearson Addison-Wesley.

VIII. Bibliography

Blair, Roger. (2011). *Sports Economics*. Cambridge University Press.

Bradbury, J.C. (2008). *The Baseball Economist: The Real Game Exposed*. Plume.

Euchner, Charles C. (1993). *Playing the Field: Why Sports Teams Move and Cities Fight to Keep Them*. Johns Hopkins University Press.

Fort, Rodney. (2010). *Sports Economics* (3rd ed). Prentice Hall.

Helyar, John. (1994). *Lords of the Realm: The Real History of Baseball*. Ballantine Books.

- Johnson, A., and Frey, J. (1985). *Government and Sport: The Public Policy Issues*. Rowman and Allanheld.
- Johnon, Arthur. (1993). *Minor League Baseball and Local Economic Development*. University of Illinois Press.
- Lowenfish, Lee. (1991). *The Imperfect Diamond: A History of Baseball's Labor Wars*. Da Capo Press.
- Miller, James. (1990). *The Baseball Business: Pursuing Pennants and Profits in Baltimore*. University of North Carolina Press.
- Miller, Marvin. (1991). *A Whole Different Ballgame: The Inside Story of Baseball's New Deal*. Fireside Books.
- Panek, Richard. (1995). *Waterloo Diamonds: A Midwestern Town and Its Minor League Team*. St. Martin's Press.
- Quirk, James, and Fort, Rodney. (1992). *The Business of Professional Team Sports*. Princeton University Press.
- Scully, Gerald. (1989). *The Business of Major League Baseball*. University of Chicago Press.
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- Staudohar, Paul, and Mangan, James, Eds. (1991). *The Business of Professional Sports*. University of Illinois Press.
- Szymanski, S., and Zimablist, A. (2006). *National Pastime: How Americans Play Baseball and the Rest of the World Plays Soccer*. Brookings Institute.
- Uberstine, Gary, A. Ed. (1988). *Law of Professional and Amateur Sports*. Clark Boardman Co.
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I. **Catalog Description**

EC 239 Economics of Sports 3-01-3sh
 3 credits
 3 lecture hours

Prerequisites: none

The purpose of this course is to gain a better understanding of the sports industry. The course will explore how economics applies to both amateur and professional sports. The students will learn about a variety of areas including the labor issues in sports (e.g., free agency, reserve clause, unions, strikes, and discrimination), the legal relationship between sports and the government (e.g., Title IX and antitrust law), and public finance issues (e.g., location of sports franchises and public ownership of stadiums and arenas). Guest speakers and a multimedia approach will be used.

II. **Course Objectives**

- Students will review and learn the body of economic theory pertinent to the analysis of the economics of sports.
- Students will explore how economic theory applies to professional and amateur athletics. A variety of areas in economics will be utilized including microeconomic theory, industrial organization, and labor economics.
- Students will use the case study approach to learn to apply economic theory to specific economic issues.

III. **Course Outline**

- | | | |
|----|--|-----------------|
| 1. | General Introduction and Review of Economic Principles | <i>15 hours</i> |
| a. | Economic concepts | |
| b. | Demand and Supply | |
| 2. | Industrial Organization | <i>12 hours</i> |
| a. | Market Structure | |
| b. | Profit Maximization | |
| c. | Anti-trust/Legal Issues | |
| 3. | The Public Finance of Sports | <i>6 hours</i> |
| a. | External economies/diseconomies | |
| b. | Market Failure | |
| c. | Benefit/Cost Analysis | |
| d. | Role of Government | |

4. The Labor Economics of Sports
 - a. Reserve Clause, Free Agency, and Salary Cap
 - b. Union, Strikes, and Bargaining

9 hours

5. Final exam

IV. Evaluation Methods

The course will be a mixture of lecture and class discussion. Students are expected to read the material when assigned and participate in classroom discussion. We hope they will express their ideas and opinions in class and watch the news media for topics of interest to the class and bring it to our attention. The final grade will be determined by the weighted average of their grades on the following activities: exams, final activity, and written assignments. Criteria for grading are 1.) evidence of some critical thinking about topic; 2.) precision in stating arguments; and, 3.) originality of ideas.

The weights are as follows:

Exams = 40%

Notebook/Final activity = 30%

Case study = 20%

Inclass writing = 10%

The course will use the following grading scale:

90 % - 100 %	A
80 % - 89 %	B
70 % - 79 %	C
60 % - 69 %	D
< 60 %	F

Description of activities:

- **Examinations** - There will be two examinations during the semester. Students are responsible for assigned materials and videos, as well as the lectures/presentations. Makeups will be given solely for personal or family illness, or required trips for university courses or activities. We will require written documentation for an excused absence. If a student must miss a scheduled exam, they are asked to inform the instructor as soon as possible. The first exam will cover material from the first third of the course. The second exam will cover material from the second third of the course. Exam dates will be announced in class.
- **Sports Journal/Final activity** - As part of this course students are required to keep a weekly notebook. See the information sheet (see attached sheet) for details. We encourage students to find a topic of interest to them. Each student will be assigned to a

group (2 or 3 person group). During the scheduled final exam period each group will make a short (approximately 5 minutes) informal presentation to the class on the project. Topics/projects we have not specifically approved will not be accepted. Two points per day will be deducted from the project grade for each deadline that is missed.

- **In-class Writing Assignments** - In addition, there will be a number of short, in-class written assignments (e.g., reaction papers to readings and videos) to reward attendance and provide feedback for both the instructors and students. They will not be returned. If the assignment is completed in class, you will receive full credit. Since we will drop one of these assignments, there will be no makeups. Also, they may not be handed in late. Examples of these assignments and appropriate responses will be discussed in class.
- **Case study** - A series of cases (see attached list) based on antitrust issues related to the sports market will be examined. Groups of 2 or 3 are formed and pick a case to review, analyze, and present to the class. First, they must find the case. The group then studies the case in terms of fact, issue, arguments, decision, and economic impact. In a presentation to the class, the students critically review the case and present their opinions and defend them. Students are free to consult with the instructors at any time. In addition to the presentation, a written report is also required. The grade for this assignment will be determined by the paper and the presentation.

There may be written homework assignments. Assignments must be handed in when due or no credit will be received. Points for these assignments will be added directly to your total points. They will not be returned. Examples of these assignments will be discussed in class.

V. Required Textbooks, supplemental books and readings

The textbook consists of readings from the bibliography and is available from Copies Now.

VI. Special Course Requirements

None

VII. Bibliography

A detailed bibliography is attached.

THE ECONOMICS OF SPORTS
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Nicholas Karatjas and Arthur H. Martel
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- Cagan, Joanna and deMause, Neil, 1998. *Field of Schemes*, Common Courage Press, Maine.
- Cebula, Richard J., Belton, Willie J. Jr. and Ice, Judy T. 1996. *Economics of the Sports Industry: The Case of the United States*, McGraw-Hill, Inc.
- Dworkin, James B. 1987. Lipsky, David B. and Donn, Clifford B., eds., *Collective Bargaining in American Industry: Professional Sports*, Lexington Books, Heath.
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Quirk, James and Fort, Rodney. 1999. *Hardball: The Abuse of Power in Pro Team Sports*, Princeton University Press, Princeton.

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