

# **SPORT BUSINESS**

## **DESCRIPTION**

During the 20th century the sports industry grew exponentially from its origins as an amateur pastime to a complex phenomenon that moves billions of dollars on a global scale. While sports have been affected by and simultaneously contributed to accelerated globalizing tendencies, some important distinctions can be made between sports industry models in the US and Europe (Symanski, 2009). Focusing on the European sports industry, this course highlights the structures and systems of governance, and the ownership, financing and management of leagues, teams, facilities and events. Case studies examined include FC Barcelona, the English Premier League, London 2012 Olympic Games, and innovations in new stadium developments in Europe. The comparison continues with an analysis of media rights negotiations and commercialization processes for major sports such as F1 and the Tour de France. The role of sports marketing, in particular the management of endorsement deals and brands by leading sports apparel companies such as Nike, Adidas and Puma in US and European markets are compared. Throughout the course critical analysis of key issues and controversies affecting the sports industry in Europe is undertaken, including the over-commercialization of sports, ethical scandals involving sports betting, and the sustainability of team and league business models.

## **OBJECTIVES**

1. To raise awareness of the Sports Business world
2. To understand the component parts of the Business of Sport
3. To understand the magnitude of the sport industry
4. To develop personal study and analytical skills
5. To develop a thorough knowledge of international sports organizations and the influences upon them
6. To appreciate the changing structure and relationships within the sports industries
7. To evaluate the future model of sport as a business.

## **Competences**

- Critical Thinking.
- Basic theoretical knowledge of the subject.
- Development of written and oral communication skills.
- Development of information processing and problem-solving skills.
- Teamwork.
- Intrapersonal knowledge and development.
- Creativity.
- A search for quality excellence.
- Self Motivation.

## **Learning Outcomes**

By the end of the course students will be able to:

- Articulate the complexities of the European sports industry and its economic, social and cultural importance

- Compare and contrast the US and European sports industries in terms of governance systems, ownership and business models, competitive strategies, financial management, technology and innovation management, fan behaviour, communication and commercialization strategies.
- Critically analyse the key issues and controversies facing the European sports industry as part of accelerated globalizing processes.
- Accurately identify and rationally evaluate established and emerging trends in the current and future management of sports entities, facilities and events in Europe.

### **Agenda Sessions and Course Syllabus**

The following topics will be covered but the order of delivery is subject to change.

Inside the European sports system. The sport media cultural complex.

From amateurism to professionalism: a very brief history of sports in Europe

The globalization of sport and its governance in Europe.

Team ownership models.

Financing European sports organizations . Models of financial management; Revenue / Cost drivers; Profit / debt management.

Financial regulation of sports organizations.

The European sports consumer. How sport consumer behavior is changing:

fan/consumer typologies; the global sports fan. The importance of fan identity, culture and heritage

The sport tourist

The Playstation generation.

Creating icons (from Beckham to Ronaldo). The ethics of sport sponsorship: the growth of sports betting; tobacco; alcohol.

Managing brands in European sport and the role of merchandising. The battle of the brands in Europe: Nike v Adidas v Puma.

Sport sponsorship and endorsement in Europe. Major sport sponsorship deals 2008-2012.

From philanthropy to brand management: the search for ROI (Return on Investment) on sponsorship deals.

### **Methodology**

The learning experience is based on a range of teaching methods that seek to foster your understanding of the world of sports business. A hands-on approach is crucial throughout the course with out-of-class readings, assignments and exercises; teamwork activities, assignments and exercises; individual and group presentations; in class activities, exercises and discussions.

Lectures: These will provide students with the theoretical constructs and concepts used within the course and also to clarify content issues and application

Field studies: These involve activities and visits off site to see first hand the concepts discussed in class. These include RCD Espanyol, DIR Fitness Centre, basketball club facilities.

Class debates and discussion: These serve to facilitate further understanding and application of concepts covered in class lectures and through experience gained by living and studying in Barcelona.

Analysis of audio-visual materials: Use of a variety of audio and web based materials

brings concepts and issues to life and allows for students to fully appreciate the issues being discussed throughout the course.

## **REQUIREMENTS, EXPECTATIONS, AND ASSESSMENT**

- Attend class.

It is imperative that you are in class and a part of the learning process. It is hoped that you would think of this as a continuous learning process. Please ensure you are in class on time late arrivals disrupt the class and will not be allowed.

- Participate.

Class participation is a must for the grade. Therefore, it is important that students come to class with the readings, exercises, activities etc prepared, willing to interact and discuss them meaningfully.

- Meet deadlines.

Meet due dates. This is the policy for ALL assignments, exercises, presentations, activities. Late submissions are not accepted. For every piece of work not submitted when scheduled (oral presentations, in class exercises and activities, take home exercises and activities and the final exam) you will receive 0 points.

- Demonstrate academic integrity in all of your work.

If you are caught cheating in any form on exams, plagiarizing or rehashing in exercises, activities, assignments, presentations or handing in work you did not do, be prepared to receive a failing final grade for the course.

Be sure your work is your own. You are responsible for citing all sources on which you rely, using quotation marks when language is taken directly from others' work, and knowing how to use your own language to paraphrase a source. Use of an appropriate reference system is necessary.

Laptops. The use of laptops are only allowed under the professor's permission and with the only purpose of taking notes. In case the professor has the feeling they are used for other purposes; they will be strongly forbidden and the student will have to leave the class. That will mean an absence.

## **EVALUATION**

The Course grade will be based on the following point breakdown:

15% Class participation, including the Challenge

25% Oral presentation

30% Essay

30% Final exam

## **RETAKE POLICY**

All sections of the course must be passed to complete the module. If any section is not passed during the module delivery period the corresponding work must be completed in the re take period so that a pass grade is achieved in all 4 evaluation methods. The maximum mark that can be obtained is a 5 on any retake.

## Readings

There is no set textbook for this course but a series of readings and website activities will be given for specific class sessions, and which you are expected to read prior to those sessions.