

HSB-Short Term Study Program 2022


a transatlantic joint project of the HSB-School of International Business and its partner universities in the U.S.A.

MONEYBALL- Business Modells in Global Sports

Course dates: 12 June – 30 June 2022

Credit hours: 3 credit hours - US

Syllabus

| | | |
|-------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Instructor: | Professor Dr. Joe Cobbs |  |
| | Haile College of Business Northern Kentucky University / NKU | |
| | Professor of Sports Business & Event Management | |
| | Email: cobbsj1@nku.edu | |

Schedule: Monday-Thursday 9.30 h – 12.45 h

HSB-SHORT TERM STUDY PROGRAM

Hochschule Bremen - Werderstraße 73 - 28199 Bremen - Germany

Phone: +49-(0)421-59054163

ifk@hs-bremen.de



Course Description:

This course applies management, marketing, and economic theory to the unique aspects of the spectator sports industry. Participants compare the business models of professional sports in Europe, North America, and other global regions. Highlights include the industrial structure of sports, public financing of sports and events, and labor markets in sports in light of the Moneyball revolution.

Student Learning Objectives:

- 1) Explain the basic business model of spectator sports, including product, market, revenue and expenses.

- 2) Identify the industrial actors and their roles within the business model of sports.

- 3) Identify deviations in the business model of sports in various geographic context.

- 4) Understand how public policy, such as labor laws and media regulation, influences the business model of sports.

Course Schedule:

[Chapters reference Leeds, von Allmen & Matheson, Economics of Sports, 6th Ed.]

| | | |
|--------|-------------------------------------------------------------------------------|-----------|
| Week 1 | Industrial structure of sports: business models to win versus maximize profit | Ch. 2-4 |
| Week 2 | Public policy influences to sports business: facility and event subsidies | Ch. 6-8 |
| Week 3 | Labor markets in sports: how do you measure efficiency? | Ch. 9, 10 |

Exams:

The exams will consist of multiple choice and short answer question and be administered during the term in regular class hours. Students will be evaluated on the accuracy and thoughtfulness of their answers according to course concepts. All students are expected to take the examinations at the scheduled time for the class.

Evaluation Criteria:

| | |
|----------------------|------|
| Exams (2x25%) | 50% |
| In-class project(s) | 30% |
| In-class discussions | 20% |
| Total | 100% |

Grading System:

| German Grade | 1,0 – 1,5 | 1,6 – 1,9 | 2,0 - 2,2 | 2,3 – 2,5 | 2,6 – 3,2 | 3,3 - 3,5 | 3,6 – 4,0 | >4,0 |
|--------------|-----------|-----------|-----------|-----------|--------------|-----------|------------|---------|
| US Grade | A | A- | B+ | B | B- | C+ | C | F |
| Qualifier | Excellent | Good | | | Satisfactory | | Sufficient | Failing |
| Percentage | 100-90 % | | 89-80 % | | | 79-70 % | | <70 % |

- The program may be subject to change -

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