HSB
Hochschule Bremen
City University of Applied Sciences

HSB-Short Term Study Program 2026

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

MONEYBALL –
BUSINESS MODELS IN SPORT

Course dates: 1 June – 24 June 2026

Credit hours: 3 credit hours

NKU
NORTHERN KENTUCKY UNIVERSITY

Syllabus

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

Schedule: Monday-Thursday 9.30 h – 12.45 h

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

*Note that students are expected to be culturally and professionally respectful of all persons, including but not limited to peers, the instructor, class guests, and various travel/host personnel. Being respectful means being on-time, self-aware, polite and responsible for your behavior, which should demonstrate self-control and adherence to all laws.

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:

Quizzes (3 x 20%)	60%
In-class activity, discussion posts	30%
Professional conduct on/off site*	10%
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 -