

# ECON 3733X1 Econ of Sports Fall 2021

## Course Description

Sports is clearly ingrained in North American society and many citizens attach tremendous importance to personal recreational pursuits and following their favorite college/professional sports team. This concept is classically overstated in the quote below by George Will (Pulitzer Prize -winning conservative American newspaper columnist , journalist and author).

***All I remember about my wedding day in 1967 is that the Cubs dropped a double header - George Will, Bunts (New York: Scribner, 1998), p.22.***

Even if you are not aware of it, economics affects you every day in a variety of ways. From job opportunities - to recreational facilities in your community - to the price you pay for gasoline, economics has an impact on your life. However, like many students, you probably spend a lot more time thinking about sports and recreation than about economics. Consequently you may have wondered why millionaire professional athletes go on strike, why governments provide subsidies to build sport stadiums when the city library hasn't had a coat of paint in years or why your favorite camping park is considering raising entrance fees. The answer to these questions (and many others related to sports and recreation) are essentially economic in nature. The hurdle facing students is to recognize the all-encompassing economic forces impacting the recreation and sport industries and to develop the tools to understand them.

This course examines the role of economics in the consumption and provision of recreation and sport in today's society. Topics include consumer spending, demand estimation, cost structures of recreation/sporting enterprises/events/facilities, pricing issues, valuing benefits/costs of recreation/sports, and the role of government in the recreation/sport industries.

## Instructor

Your instructor is Dr. Brian VanBlarcom.

### **Contact Information:**

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## Course Overview

***To be a sports fan these days is to be taking a course in economics. - Allen Barra (Salon Magazine, May 19, 2000)***

The course will take a microeconomic approach and apply microeconomic principles to the recreation and sport industries. The ultimate goal of the course is to teach students how to use fundamental economic tools to explain a wide range of issues relevant in the sport/recreation spectrum (such as those mentioned earlier) and a variety of others including; why your favorite baseball team just spent \$300 million on a shortstop, why professional sports teams are often owned by media companies and how the economic value of recreational resources such as scenic views/hiking trails can be estimated. You will accomplish this goal through a series of readings and related assignments. Completing this course will provide you with increased analytical insight, create a lasting interest in the role economics plays in recreation and sport and stimulate the spirit of critical inquiry into issues facing practitioners and consumers.

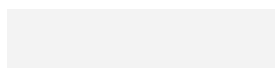
## Course Materials

**TEXT:** The Economics of Sports, 5th edition, Michael Leeds and Peter von Allmen. Published by Prentice Hall, 2014. ISBN 10: 0-13-302292-7 and ISBN-13: 978-0-13-302292-6.

## Schedule of Topics

Topic Number	Description
1	Introduction (Text Chapter 1) and Review of Economist's Arsenal (Text Chapter 2, Sections 2.1 - 2.2). Assignment #1 covers topics 1 .
2	Demand and Supply, Price Elasticity and Ticket Scalping (Text Chapter 2, Sections 2.3 and 2.3). Assignment #2 covers topic 2.
3	Market Structures (Text Chapter 2, Section 2.3). Assignment #3 covers topic 3.
4	Sports Franchises as Profit Maximizing Firms (Text Chapter 3). Assignment #4 covers topic 4.
5	Monopoly Power, Variable Pricing and Price Discrimination (Text Chapter 4) Assignment #5 covers topic 5.
6	Competitive Balance (Text Chapter 5). Assignment #6 covers topic 6.
7	The Public Finance of Sports Sports: Who Benefits?/Who Pays? (Text, Chapter 7 and 8). Assignment #7 covers topic 7.
8	An Introduction to Labour Markets in Professional Sports. (Text Chapter 8). Assignment #8 covers topic 8.
9	Labour Market Imperfections. (Text Chapter 9) Assignment #9 covers topic 9.
10	The Economics of Amateurism and College Sport (Text Chapter 11). Assignment #10 covers topic 10.

### Evaluation



Assignments (10 @ 5% each)	50%
2 Tests @ 25% each	50%
Total	100%

### Alphanumeric

### Scale

A+: 90-100 B+: 77-79 C+: 67-69 D+: 57-59

A : 85-89 B : 73-76 C : 63-66 D : 53-56 F: <50

A-: 80-84 B-: 70-72 C-: 60-62 D-: 50-52

### Assignments

The course is comprised of 10 assignments making up 50 percent (50%) of the course grade. The assignments are designed to familiarize students with economic concepts relevant to the world of recreation and sport and to illustrate such relevancy via salient examples. The text contains numerous references related to the topics covered.

The assignments are completed within ACORN. All assignments can be found on the homepage of the course, each one directly below the associated Module's webpage.

**Exam/Tests: There is no final exam. There are 2 tests worth 25% each. Test 1 will be on Thursday October 21. Test 2 will be on Thursday December 2.**

**Office Hours:** There will be no scheduled office hours. Use the class time to ask questions about the assignments. Contact me via email if you need to schedule an appointment.

**TIME: (slot 12) Tuesday & Thursday 11 am – 12:30 pm.**

**LOCATION: BAC 424**

#### Academic Integrity

Plagiarism and cheating of any kind will not be tolerated in this course. Consult the following website <http://library.acadiau.ca/guides/plagiarism/student/> over what constitutes cheating/plagiarism and the university policies regarding cheating/plagiarism. The **minimum** penalty for any student caught cheating/plagiarizing will be expulsion from the class and a zero grade.

#### **Students with disabilities that affect learning:**

If you are a student with documentation for accommodations or if you anticipate needing supports or accommodations, please contact Marissa McIsaac, Accessibility Resource Facilitator at 902-585-1520, [disability.access@acadiau.ca](mailto:disability.access@acadiau.ca) or Emily Duffett, Accessibility Officer, [disability.access@acadiau.ca](mailto:disability.access@acadiau.ca). Accessible Learning Services is located in Rhodes Hall, rooms 111-115.

#### **Writing Centre**

The Writing Centre offers free help to students wanting to improve their writing skills. You can sign up online today:

- To book a one-to-one appointment with a trained writing tutor, click here:  
[writingcentre.acadiau.ca/writing-tutorials.html](http://writingcentre.acadiau.ca/writing-tutorials.html)
- To see which helpful presentations and workshops you'll want to attend this year, click here:  
[writingcentre.acadiau.ca/workshops-and-presentations.html](http://writingcentre.acadiau.ca/workshops-and-presentations.html)