

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	RIASA
Programme:	BA International Sports Management
FHEQ Level:	4
Course Title:	Sports Economics
Course Code:	SPRT 4103
Total Hours:	160
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

An introduction to economic principles and methodology applicable to sports. To provide students with the opportunity to explore the way in which economic theory and evidence can be used to analyse important policy issues in sports on the local, regional, national, and or global level.

Prerequisites:

N/A

Aims and Objectives:

- Develop an understanding of the methods used in economic analysis applicable to sports.
- Develop an understanding of economic concepts and principles applicable to sports.
- Apply the above methods to practical issues and case studies in sports.
- Relate the study of economics to sports, and to understand its relevance in everyday life.

Programme Outcomes:

A4 (I), B4(I), C4(I), D4(I)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Course Learning Outcome	Programme Outcome
Disciplinary Knowledge and Understanding Demonstrate a developing understanding of key concepts of sports economics and evaluate habitual methods used in sports economics to analyse a variety of sport economic activities in familiar and evolving contexts.	A4 (I)
Disciplinary Applied Skills Identify and examine different critical perspectives on sport economics and evaluate these perspectives in relation to contemporary sport organizational issues.	B4 (I)
Communication Skills Analyse economic models in sports economics and effectively communicate their implications on demand, labour markets, and sport policies.	C4 (I)
Transferrable Skills Develop problem-solving and inquiry skills by analysing quantitative sport economic sources to evaluate the effectiveness of economic models in both familiar and unfamiliar contexts.	D4 (I)

Indicative Content:

- Economics and sports
- Economic theories applicable to Sports
- Sports leagues and franchises
- Monopoly and antitrust
- Competitive balance
- The public finance of sports
- Mega-events
- Labour markets and its imperfections
- Efficiency of Sports Markets

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Altman, R., Altman, M. and Torgler, B (eds.) (2021) *Behavioural Sports Economics*. London: Routledge.

Leeds, M., von Allmen, P. and Matheson, V. (2023) *The Economics of Sports*. 7th edn. London: Routledge.

Journals

European Sport Management Quarterly (ESMQ).

International Journal of Sports Finance (IJSF).

Journal of Quantitative Analysis in Sports.

Journal of Sport Management.

Journal of Sport and Social Issues.

Journal of Sports Economics.

Websites

These websites offer valuable content for understanding how economics interacts with the sports world, from both academic and business perspectives. They offer a mix of theoretical knowledge, and practical applications. Students are encouraged to explore these resources to deepen their understanding of the field and stay updated on the latest developments in sports economics.

Sports Business Journal (SBJ) Available at:

<https://www.sportsbusinessjournal.com/Daily.aspx> (Accessed: November 2024).

Sloane Sports Analytics Conference (SSAC). Available at:

<https://www.sloansportsconference.com/> (Accessed: November 2024).

International Association of Sports Economists (IASE). Available at: <https://www.iase-sport.org/> (Accessed: November 2024).

European Sport Economics Association (ESEA). Available at: <https://sporteconomics.eu/> (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Nov 2024	