

## COURSE SPECIFICATION DOCUMENT

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| <b>Academic School/Department:</b> | Business and Economics                               |
| <b>Programme:</b>                  | BA International Sports Management                   |
| <b>FHEQ Level:</b>                 | 5  |
| <b>Course Title:</b>               | Sport Economics                                      |
| <b>Course Code:</b>                | SPT 5100   |
| <b>Course Leader:</b>              | Dr Emmanuel Okyere                                   |
| <b>Student Engagement Hours:</b>   | 120 (standard 3- credit BA course)                   |
| Lectures:                          | 30   |
| Seminar / Tutorials:               | 15   |
| Independent / Guided Learning:     | 75   |
| <b>Semester:</b>                   | Spring   |
| <b>Credits:</b>                    | 12 UK CATS credits<br>6 ECTS credits<br>3 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:**

ECN 4105 Introduction to Microeconomics

### **Aims and Objectives:**

The main objectives in this course are to enable students to:

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

**Programme Outcomes:**

A1, A2, A3, A4, A5

B1, B2, B3, B4, B5

C1, C2

D1, D2, D3, D4, D5

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

1. To understand the core concepts of sports economics;
2. To understand sports as a peculiar economy;
3. To comprehend the habitual methods used in sports economics;
4. To comprehend competitive balance and its implications on demand, labour market and sport policies.

**Indicative Content:**

- Economics and Sports
- Review of 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
- Discrimination
- Efficiency of Sports Markets

**Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

**Teaching Methodology:**

The course is taught using a variety of methods including lectures, question sessions, directed and undirected reading, case studies, group work, and discussions.

**Indicative Text(s):**

Leeds, M. A., von Allmen, P. & Matheson, V. A. *“The Economics of Sports”*, 6<sup>th</sup> Edition, Routledge, 2018  
Berri, D. *“Sports Economics”*, Worth Publishers, 2018

**Journals**

Journal of Sports Economics  
International Journal of Sports Finance  
Journal of Sport Management  
Journal of Sport and Social Issues  
European Sport Management Quarterly  
International Journal of Sport Management and Marketing  
Journal of Quantitative Analysis in Sports.

**Web Sites**

[www.sportsbusinessnews.com](http://www.sportsbusinessnews.com)

**Bibliography**

See syllabus for complete reading list

**Change Log for this CSD:**

| Nature of Change | Date Approved & Approval Body (School or AB) | Change Actioned by Academic Registry |
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