

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	International Sports Management
FHEQ Level:	5
Course Title:	Sport Economics
Course Code:	SPT 5100
Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Spring
Credits:	12 UK CATS credits 6 ECTS credits 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:

- 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:

International Sports Management: A1, A3, A5, A6, B1, B2, C1, D2

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:

Knowledge and Understanding

Demonstrate critical understanding of key concepts of sports economics and apply to different sport organizational contexts.

Identify and critically evaluate habitual methods used in sports economics to analyse a variety of sport economic activities.

Cognitive Skills

Identify and examine different critical perspectives on sport economics, and evaluate these perspectives in relation to contemporary sport organizational issues.

Practical and/or Professional Skills

Use knowledge of sports economics to analyse competitive balance and its implications on demand, labour market and sport policies.

Key Skills

Locate and interpret a variety of quantitatively based sport economic sources to analyze the effectiveness of different economic models.

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:

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., von Allmen, P., and Matheson, V. 2018. *The Economics of Sports* 6th Edition. London: Routledge

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

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

Bibliography

See syllabus for complete reading list

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Major	Amendment of course learning outcomes to align with QAA FHEQ Level 5 benchmark descriptors.	13/12/2021	