Syllabus

Course Description

Course Title	Economics of Sports and Events
Course Code	30178
Course Title Additional	
Scientific-Disciplinary Sector	ECON-04/A
Language	German
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	dr. Andreas Dibiasi, Andreas.Dibiasi@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48895
Teaching Assistant	
Semester	First semester
Course Year/s	2
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	In this course, we examine the special features of professional team sports leagues, the labour markets in professional sports, and the organisation of major sporting events from an economic perspective. In addition, we examine the market for amateur and recreational sports from a health economics perspective and explore the political significance of both competitive and recreational sports. This enables us to formulate recommendations for action not only for event organisers, but also for politicians, professional athletes and amateur athletes.
Course Topics	The course introduces and discusses the institutional framework,

	theoretical models and empirical findings of the sports industry. A particular focus is placed on applying economic concepts to the sports industry and comparing the findings with results from other markets. The individual topics are: 1) Supply and demand in sport 2) Production 3) Market structures 4) Economics of sports teams 5) Monopoly and antitrust law 6) Strategic pricing 7) Major sporting events 8) Data and empirical analyses in sport
Keywords	Sports economics, sport, economics
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lectures with a strong focus on discussions. Student presentations and discussion.
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1. The basic principles of supply and demand theory ILO 1.2. The theory of price formation ILO 1.3. The role of the state in the economy ILO 1.4. The theory of cooperative games and collusive behaviour ILO 1.5. Sectoral analysis tools for the sports and events industry ILO 1.6. Industrial policy instruments for the sports sector ILO 1.7. The impact of the organisation of sporting events on regional economic growth. ILO 1.8. Quality strategies for accommodation providers ILO 1.9. The economic systems of tourism and sports companies ILO 2 - Applying skills, knowledge and understanding ILO 2.1. Context-dependent criteria for pricing ILO 2.2. Ability to argue like an economist, i.e. to apply the

	schemata and criteria typical of economic analysis ILO 2.3. Ability to understand the interaction between individual consumer and business decisions and market equilibrium ILO 2.4. Application of incentive theory to the relationship between incentives and consumer and business decisions ILO 2.5. Analysis of the impact of various economic and fiscal policy decisions on the development of macro- and microeconomic variables ILO 2.6. Evaluating public measures to support elite sports associations and promote the organisation of events (from the perspective of policy makers) ILO 2.7. Basic concepts useful for attending courses in economics, business administration and management ILO 3 - Judging ILO 3.1. Identifying the most important variables to be used in decision-making in complex situations; ILO 3.2. Reporting analytically and critically on information, empirical values and data in order to make appropriate business decisions; ILO 3.3. Select the most appropriate quantitative and qualitative analysis tools to support decision-making; ILO 3.4. Find necessary additional information in databases, legal documents and scientific sources; ILO 3.5. Find solutions by using logical conclusions and combining information and analytical tools ILO 4 – Communication skills ILO 4.1. Graduates of the Bachelor's programme in Tourism, Sports and Event Management will develop communication and presentation skills in order to explain, discuss and summarise the complex, interdisciplinary topics of the tourism, sports and event sector in a work environment. ILO 4.2. The achievement of this objective will be assessed by means of written examinations, group work, assignments, presentations of case studies and projects, and the final thesis. ILO 5 - Learning ability ILO 5.1. The ability to find up-to-date information in order to keep pace with changes in the service sector in general and in the field

	of tourism, sports and event management in particular.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Students attending classes 1) Written examination 60 minutes (60%) (ILO 1.1-1.9, 2.1-2.7, 3.1-3.5, 4.1, 5.1) 2) Individual presentation (40%) (ILO 1.1-1.9, 3.1-3.5, 4.1, 4.2) Students not attending classes Written examination 100 minutes 1) Written examination 60 minutes (60%) (identical to the examination for attending students) (ILO 1.1-1.9, 2.1-2.7, 3.1-3.5, 4.1, 5.1) 2) Extended examination 40 minutes (40%) (ILO 1.1-1.9, 3.1-3.5, 4.1, 4.2)
Evaluation Criteria	Students attending classes The course assessment is composed as follows: 1) Written examination (60 minutes) – 60% of the final grade The written examination must be passed in order to pass the overall examination, regardless of individual additional achievements. The examination contains open-ended questions and multiple-choice questions. Answers are assessed on the basis of clarity, completeness and accuracy. 2) Individual presentation – 40% of the final grade The presentation is based on a research article selected by the lecturer or in consultation with the students. Students not attending classes

	Non-participating students replace the presentation with an extended final examination. The additional part of the final examination includes questions on a scientific research article selected either by the lecturer or in consultation with the students. Non-participating students must contact the lecturer independently regarding the selection of the scientific research article. This must be done by 19 October at the latest. The same assessment ratio applies to non-participating students: 60% regular part of the final examination, 40% extended part of the final examination. The standard part of the written examination must be passed in order to pass the overall examination, regardless of the results in the extended part of the examination.
Required Readings	Leeds, M. A., Von Allmen, P., & Matheson, V. A. (2018). The Economics of Sports Lecture slides (provided via OLE) Selected articles from academic journals Further materials are listed in the lecture slides
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Decent work and economic growth, Quality education