

Syllabus

Course Description

Course Title	Economics of Sports and Events
Course Code	30178
Course Title Additional	
Scientific-Disciplinary Sector	SECS-P/06
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
СР	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	In this course, we will discuss the peculiarities of professional team sports leagues, sports labor markets and sports events from an economic perspective. Moreover, we will also take a closer look at the market for leisure and recreational sports with an emphasis on the health effects of practicing sports as well as the political importance of both, professional and amateur sports. This will help us to derive policy recommendations not only for politicians and event organizers, but also for professional as well as recreational athletes.
Course Topics	The course introduces and discusses the institutional framework,



	theoretical models and empirical findings of the sports economy.
	Special emphasis 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 events in sport
	8) Data and empirical analyses in sport
Keywords	Sports economics, sport, economics
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lectures with a strong focus on discussion. Student presentations
	and discussion.
Mandatory Attendance	-
Specific Educational	Knowledge and understanding
Objectives and Learning	ECONOMY
Outcomes	of corporate decisions in monopolies with regard to quality,
	quantity and prices
	of models of strategic interaction between companies in
	oligopolistic contexts
	the role of network externalities in the digital economy
	the strategies of vertical and horizontal differentiation of
	companies
	the strategies for maintaining a dominant position by a company
	the comparative advantages in the area of travel destinations
	price and quality strategies in the destination
	economic policy instruments to promote the development of destinations
	the basic principles of the theory of supply and demand
	the theory of pricing
	the role of artificial intelligence and algorithms in pricing



mechanisms

the role of the state in the economy the fundamentals of monetary economics the basics of tax policy and budget planning growth theory

the theory of cooperative games and collusive behaviour sectoral analysis tools for the sports and events industry industrial policy instruments for the sports sector the impact of the organisation of sports events on regional economic growth

the quality strategies of accommodation providers the pricing strategies of accommodation providers using strategic interaction models from game theory.

the horizontal differentiation strategies of accommodation providers

Incentives in the internal organisation of accommodation providers methods for the evaluation of external effects and public goods in the tourism and sports sector

economic policy for sustainable tourism

the concept of sustainability and its impact on regional development

the economic systems of tourism and sports enterprises the determinants of co-operation and system building capacity between the different local tourism stakeholders.

Ability to apply knowledge and understanding ECONOMICS

Market analysis with the aim of selecting products and markets on which to focus business activities

contextualised criteria for pricing

Assessing the costs and benefits of maintaining a dominant position and choosing the most appropriate tools to achieve the objective

Analysing the trade-off between price and product quality and understanding the criteria used to choose the appropriate level of quality for the context

Ex-post analysis of the impact of economic policies, both in traditional contexts (with limited data) and in innovative contexts (with big data)

Analysing the economic sustainability of current and future



destinations

Analyse the impact of public policies to increase the attractiveness of destinations

Ability to argue like an economist, i.e. to apply the schemes and criteria typical of economic analysis

Ability to understand the interaction between individual consumer and business decisions and market equilibrium

Apply incentive theory to the relationship between incentives and consumer and business decisions

Analyse the impact of different economic and fiscal policy decisions on the development of macro- and microeconomic variables Evaluate public policies to support elite sports federations and promote the organisation of events (from the perspective of policy makers)

Evaluation of the factors determining the financial sustainability of sports federations and event organisers (from a management perspective)

Development of economic models for the sustainable development of tourism in the local area

Planning and evaluation of economic development processes in the tourism sector at macro and micro level

Analysing the economic impact of economic policy measures for the tourism sector at local, regional and national level Development of a sustainable tourism development plan (from the perspective of political decision-makers)

Development of economic models for sustainable tourism development at local level

Critically analysing tourism policy instruments to promote local products and evaluating the effectiveness of the various instruments.

Making judgements

identify the main variables to be used when making decisions in complex situations;

Analyse and critically report on information, experience and data to make appropriate business decisions;

select the most appropriate quantitative and qualitative analytical tools to support decision making;

find necessary additional information in databases, legal documents and scientific sources;



	find solutions by using logical reasoning and combining information and analytical tools
	Communication skills
	Graduates of the Bachelor's degree programme in Tourism, Sports
	and Event Management will develop communication and
	presentation skills in order to explain, argue and summarise the
	complex, interdisciplinary topics of the tourism, sports and event sector in a working environment.
	Achievement of this goal is assessed by means of written
	examinations, group work, assignments, presentations of case
	studies and projects as well as the final thesis.
	Learning skills
	The ability to seek out up-to-date information in order to keep
	abreast of changes in the service sector in general and in tourism,
	sports and event management in particular;
Specific Educational	
Objectives and Learning	
Outcomes (additional info.)	
Assessment	Students present
	1) Written examination 60 minutes (60%)
	2) Individual presentation (40%)
	Non-participating students
	Written examination 100 minutes
	1) Written examination 60 minutes (60%) (identical to the
	examination for students in attendance)
	2) Extended examination 40 minutes (40%)
Evaluation Criteria	Students present
	The assessment of the course is made up as follows:
	1) Written exam (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 questions and multiple-choice questions. Clarity, completeness and the accuracy of the answers are
	assessed.
	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.
	Non-participating students
	Non-participating students replace the presentation with an extended final examination. The additional part of the final examination comprises questions on a scientific research article, which is either selected by the lecturer or determined 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 performance 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 scientific journals

Further materials are mentioned in the lecture slides

Supplementary Readings	
Further Information	
Sustainable Development	Decent work and economic growth, Quality education
Goals (SDGs)	