# Reinhardt University Sport Studies Program

**SSP 440 Sport Economics (3 Credits)**

# Course Syllabus – Fall Semester

# General Course Information

Class Time/Days: ***MWF 9:00 am (GYM 203 Classroom)***

Instructor: Dr. Joe Mullins Office: Brown Gym 212

Phone: 770-720-5946 Email: [jwm@reinhardt.edu](mailto:jwm@reinhardt.edu)

**Course Communication**:

The instructor will communicate with students using course announcements and email. Students with personal concerns or questions may contact the instructor via the course email option in Canvas. The instructor will respond to all student emails within 24 hours and return all voice mails within 24 to 48 hours. Please provide a phone number and good time to return your call.

# Catalog Course Description

This course covers selected aspects of economics in the sport business industry including major professional sports and collegiate sports on a global and local scale. Prerequisite: SSP 260

# Reinhardt Credit Hour Statement

Over 15 weeks, students will spend 150 minutes per week in lectures, class discussions, and examinations (37.5 hours for the semester). Instructional time includes a 3-hour final exam. Out-of-class work includes homework and preparation for exams and quizzes and is estimated at around 300 minutes per week (75 hours for the semester).

**Text**: There is no required text for the course.

**Course Learning Management Login:** (<https://reinhardtuniversity.instructure.com/login/canvas>)

# Purpose of the Course

# This course will introduce students to the ever changing world of sport business. Students will gain knowledge on the specific business functions of high school and college athletics, minor league and professional league sports, and international sports

# Course Learning Outcomes

Students completing this course should be able to:

1. Examine the concepts of salary caps, revenue sharing, expansion, and facility financing within professional sports.
2. Identify the economic issues that shape collegiate athletics including common revenues and expenses associated the current college sport economic model.
3. Explain the concepts of profit maximization and win maximization within North American and European sport leagues.
4. Examine the economic impact of sporting events and new sport facilities on the local, national, and international scale.
5. Apply common data used by sport business decision makers to a practical class project.
6. Participate in the process of conceptualizing a new sport business.

# Sport Studies Program Goal

The Sport Studies Program is designed to develop graduates with a broad cultural perspective of sport, with practical skills suitable for employment in sport-related settings, and with ethical and moral characteristics suitable for assuming leadership roles in contemporary society.

# Sport Studies Program Outcomes

Students graduating with a degree in Sport Studies should be able to:

1. Communicate effectively in academic courses and internship/practicum placements as evidenced by written, spoken, and visual examples.
2. Exhibit personal integrity and leadership skills as evidenced by documented experiences in academic courses and internship/practicum placements.
3. Recognize moral and ethical issues associated with sport (from contemporary and historical perspectives).
4. Analyze social, cultural, and historical factors influencing the development of sport organizations, and the decision-making processes for sport leaders in those organizations.
5. Work collaboratively and in leadership roles in a sport-related professional career setting.

# Reinhardt University General Education Learning Outcomes addressed in this course:

Communication

* Students will demonstrate effective expression of ideas through writing, speech, and visual media.

Society and Culture

* Knowledge of the traditions of Western civilization.
* Knowledge of the diversity of societies and cultures; the ability to view themselves and the world from cultural and historical perspectives other than their own

# Course Requirements/Assignments/Evaluation

|  |  |
| --- | --- |
| Assignment Type | Percentage of Final Grade |
|  |  |
| Case Studies and Mini-Projects | 15% |
| Econ-Fantasy Project | 20% |
| Mid-term and Final Exam | 35% |
| Final Project | 20% |
| Attendance | 10% |

**Grade Scale**

|  |  |
| --- | --- |
| **Grade** | **Percentage** |
| A | 90% and above |
| B | 80% to 89% |
| C | 70% to 79% |
| **NOTE: Sport Studies Majors must earn grade of C or higher in all majors required courses**  **Grade of D will earn 3 credits, but must be repeated for degree purposes** | |
| D | 60% to 69% |
| F | Below 60% |

**Academic Integrity**

Students are expected to adhere to the *Reinhardt University Honor Code* with regard to academic integrity. Instances of academic dishonesty (cheating, plagiarism, etc) will result in a course grade of “F” and any other penalties imposed by Reinhardt University.

# Accommodation Statement and Academic Support

Students with disabilities who believe that they may need accommodation in this course are encouraged to contact the Academic Support Office as soon as possible to ensure that such accommodations are implemented in a timely fashion.

The Center for Student Success located on bottom floor of Lawson (room 035) is a free tutoring service available to all students. For appointments--go to Reinhardt webpage; click on “Academics” … when the next page appears, click Center for Student Success. On that screen, click Student Appointment Form. Fill out required fields and then submit. If you would prefer to call, the number is 770-720-9232.

<https://www.reinhardt.edu/academic-resources/academic-support-office/aso-student-guide/>

**Participation Requirements**

Students are required to login regularly to Canvas. The instructor will monitor student activity within Canvas. Students are required to participate in all course activities including discussion forums, zoom meetings, and group projects when applicable. It is recommended that students login to Canvas 4 to 5 times a week to monitor and participate in course activities.

**Technical Issues and Support**

Students needing technical support for Canvas, Microsoft 365, Reinhardt email, or any other technology issues should contact Reinhardt IT at 770-720-5555 or [IT@reinhardt.edu](mailto:IT@reinhardt.edu). **Students should submit work via Microsoft Word documents unless instructed otherwise. In the event of Canvas problems, student work should be submitted via email.**

# Schedule of Class Sessions

* Dates/Topics are tentative and subject to change due to pace of course and instructor discretion
* Please see course calendar below

# Reinhardt Covid-19 Policy

**Important:**

All students, faculty, staff and administration at Reinhardt University are subject to changes in policies if mandated by the State of Georgia. Current policies and procedures can be found at:  <https://www.reinhardt.edu/back-to-campus>

If you have any questions, please refer to the website or contact Reinhardt University at the numbers below.

**Campus Nurse within the Student Health Center**

[nurse@reinhardt.edu](mailto:nurse@reinhardt.edu), 770-720-5542 or [www.reinhardt.edu/nurse](http://www.reinhardt.edu/nurse).

**Public Safety**

*Non-Emergency Phone***:** 770.720.5789  
*Emergency Phone***:** 770.720.5911  
[publicsafety@reinhardt.edu](mailto:public_safety@reinhardt.edu)

**Dean of Students**

[deanofstudents@reinhardt.edu](mailto:deanofstudents@reinhardt.edu), 770-720-5540

**Office of the Provost**

[vpaa@reinhardt.edu](mailto:vpaa@reinhardt.edu), 770-720-9102.

**RU COVID-19 LINKS**

COVID-19 University Protocols PDF: <https://www.reinhardt.edu/wp-content/uploads/2020/07/RU_COVID-19_Policies_July_2020.pdf>

COVID-19 Info Page: <https://www.reinhardt.edu/student-life/student-services-resources/COVID-19-Updates>

**Course Calendar**

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| --- | --- | --- | --- |
| **Class #** | **Date** | **Topic** | **Assignments/Lectures** |
| 1 | Week 1 | Welcome to Class (Select Econ Groups) |  |
| 2 | Overview of Economics Lecture/Econ-fantasy |  |
| 3 | Econ Fantasy League Development |  |
|  |  |  |  |
| 4 | Week 2 | Group work on Econ-Fantasy |  |
| 5 | Group work on Econ-Fantasy |  |
| 6 | Draft Preparation |  |
|  |  |  |  |
| 7 | Week 3 | Draft |  |
| 8 | Draft |  |
| 9 | Draft |  |
|  |  |  |  |
| 10 | Week 4 | No Class |  |
| 11 | Final Preparation for Econ-Fantasy | NFL Season Starts |
| 12 | Pro Sport Lecture |  |
|  |  |  |  |
| 13 | Week 5 | Individual Sports Lectures |  |
| 14 | International Sports Lecture |  |
| 15 | Case Study/Project |  |
|  |  |  |  |
| 16 | Week 6 | Case Study/Project |  |
| 17 | Case Study/Project |  |
| 18 | Case Study/Project |  |
|  |  |  |  |
| 19 | Week 7 | Supplemental Draft |  |
| 20 | Sport Agent Lecture |  |
| 21 | Mid-term Review |  |
|  |  |  |  |
| 22 | Week 8 | Mid-term Online |  |
| 23 | No Class |  |
| 24 | No Class |  |
|  |  |  |  |
| 25 | Week 9 | College Sports |  |
| 26 | College Sports |  |
| 27 | College Sports Case/Project |  |
|  |  |  |  |
| 28 | Week 10 | Stadium Economics |  |
| 29 | Event Economics |  |
| 30 | Case/Project |  |
|  |  |  |  |
| 31 | Week 11 | Case/Project |  |
| 32 | Team Addition and Expansion |  |
| 33 | Case/Project |  |
|  |  |  |  |
| 34 | Week 12 | Case/Project |  |
| 35 | Case/Project |  |
| 36 | Case/Project |  |

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| --- | --- | --- | --- |
| 37 | Week 13 | Sport Analytics |  |
| 38 | Sport Analytics Case |  |
| 39 | Sport Analytics Case |  |
|  |  |  |  |
| 40 | Week 14 | Sport Entrepreneurship |  |
| 41 | Sport Entrepreneurship Case |  |
| 42 | Sport Entrepreneurship Case |  |
|  |  |  |  |
| 43 | Week 15 | Final Review |  |

Final Exam: