

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	The Economics of Sport		
<b>MODULE CODE</b>	<i>EC2011 (Level 5)</i>	<b>CREDIT VALUE</b>	20 / 10 ECTS
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

The module explores economic concepts and theory drawing on theories of industrial organisation, public finance and labour economics in the context of international sports. Relevant issues such as competitive balance, discrimination, funding of sporting events and media income will be discussed. As such, economics is explored through the use of sport, and sport through the use of economics.

### MODULE CONTENT

The scope of sports economics is wide-ranging and the emphasis on different topics subject to change over time. The content of the module may adjust to reflect these changes from time to time. Notwithstanding, it is expected that a range of the following issues will be included:

Exploring the economic approach to sport: defining sport in economic terms.

The nature, organisation and economic significance of sport:

Profit-maximising or win-maximising behaviour? A sporting business model.

Participation in sport and sporting labour markets.

The market structure of sporting leagues: changing perspectives.

The sporting paradox: The interdependence of teams and the perceived need for competitive balance and uncertainty of outcome.

Stakeholders in sport: professionals or volunteers?

Policy: The role of public finance – major sporting events and their economic impact.

Media and sports. The impact on revenue and attendance.

Changing incentives. Money as a motivator and its impact on incentives to cheat: doping and match-fixing.

### INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Identify and apply relevant economic concepts and theories to understand the operation of professional sports.
2. Classify, and identify the main characteristics of, different types of professional sporting competitions.
3. Explain the impact of finance on changing incentives in professional sports.

### TEACHING METHODS

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A combination of teaching and assessment strategies will aid student learning. Thus, the module provides some tutor inputs to and it is expected that students will supplement this with their own reading and preparation for seminars and take part in informed discussion during seminars. Additional support can also be provided by arrangement outside normal timetabled sessions and by e-mail.

The module is designed to develop the key attributes of analysis and evaluation.

The module is assessed through a combination of an in-class presentation and an end of module examination.

Students will be encouraged to discuss journal articles which explore numerical approaches to economic modelling of sporting issues. Developing analytical skills and presenting findings to class will further develop the students' transferable skills and contribute to their future employability

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## **ASSESSMENT METHODS**

This module is assessed through an examination (60%) and a group presentation (40%).