

Syllabus
ECO 2110 Seminar in Sport Economics
Prof. Dr. habil. Dirk Wentzel
Summer Semester 2024

Level	Bachelor
ECTS-Credits	5
Students Contact Hours	2 (90 minutes) (fast track)
Workload	120 hours, 30 hours within class and 90 hours for self-study, presentation and term paper (approx. 10 pages)
Prerequisites	Macroeconomics
Time	Monday, 3.30 am – 5 am (not every week!!!!)
Room	W1.2.03
Start date	March 18, 2024
Lecturer(s)	Prof. Dr. habil. Dirk Wentzel Jean Monnet Chair in European Economic Integration Office W4.1.05 Virtual Office: Contact via Zoom possible if necessary Office Hours Monday, 12 – 1.30 pm Phone 07231-286293 Email dirk.wentzel@hs-pforzheim.de

Short Description

This class is addressing international students in the ISP program from our partner universities.

The sector of sport and the importance of professional sport is permanently and significantly growing. From the Football World Cup to the Olympics, from Tennis Grand Slam tournaments to Alpine Skiing, a huge sector is developing. The Deutsche Bundesliga is one of the biggest employers of Germany.

The sport sector can be perfectly analyzed with the theories and empirical tools of economics. From the organizational structure of competitive sport leagues to doping, from talent promotion to sport infrastructure and facilities, incentives and financial interests are everywhere.

The class provides an introduction into sport economics and sport management. Students have to write a **short term paper (max. ten pages) and have to prepare a presentation**. Potential topics are listed below.

This class includes also an **introduction into academic writing**. Professor Wentzel will provide a coaching and support for the preparation of the term paper.

Outline of the Course / Topics for Research and Presentation

Methodology, Empirical Research and Applications of Sport Economics

1. The Scope of Sport Economics and World Sport Markets
2. The Problem of Doping in Professional Sports
3. Competition with Athletes from non-democratic Countries
4. Sport, Clubs, and Voluntary Work: The integrative Effect of Sports for Society
5. Equal Pay in Sports Leagues: What is "Fair Play"?
6. Sport Infrastructure: Business Models for Multi-Purpose Arenas in Europe and in the US
7. Sport Infrastructure: Short Term and Long Term Impacts of the Olympics
8. Sport Infrastructure: Short Term and Long Term Impacts the World Cup

The World Market for Soccer: Institutions, Challenges, and Perspectives

9. The Bosman Case and Labor Mobility for Professional Football Players in Europe
10. Reasons and Explanations for the Indebtedness of European Football
11. The MLS in the US: Structure and Perspectives

Economic Aspects of Specific Areas in Sports

12. Yoga, Fitness and Pilates: A New Megatrend
13. College Sport in the USA: Institutions, Academics, and Challenges
14. Structure and Business Model of the National Football League/USA

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Written Exam 100% Individual Performance
1 Expert Knowledge		
1.1 ...to demonstrate their distinguished and sound competencies about the sector of sports.	...to apply economic theory onto sports.	X
1.2 ...to demonstrate their distinguished and sound competencies in Economics, sport economics, and sport management.	...to explain core terms and concepts of the sport markets. .	X X
2 Use of Information Technology		
3 Critical Thinking and Analytical Competence		
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	... to understand the inner conflicts and tensions in sports between economic necessities and sportsmanship.	X
3.2		
4 Ethical Awareness		
...to understand the role of fairness, reciprocity, ethical leadership.	...to explain and discuss different economic policy positions on the topics of sport.	X
5 Communication and Collaboration Skills		
6 Internationalization		
6.2 ...to articulate themselves in a professional manner about the European and international sport markets.	... to deal with topics in sport economics integration in English and communicate and work with an international student body during classes and field trips to sport facilities (Munich Allianz Arena).	X

Teaching and Learning Approach

This class is taught in an interactive approach with lecture elements, presentations, discussions, case studies (like the Allianz Arena in Munich) and a field trip to Munich with a VIP tour in the arena.

The final assessment will be based on a short term paper (max. ten pages) and a ppt presentation. The class ends before Christmas with the field trip and overnight stay in Munich.

A very important integral part of this class is about academic paper writing, research standards, citation, writing skills.

Literature and Course Materials

- Damon, P.S. Andrew; Pedersen, Paul M. and Chad D. McEvoy (): Research Methods and Design in Sport Management, Human Kinetics, USA.
- Daumann, Frank (2019): Grundlagen der Sportökonomie, UTB-Taschenbuch.
- Fried, Gil and Matthew Castel (2020): Managing Sport Facilities, 4th edition, Human Kinetics, USA.
- Nowak, Gerhard (Hrsg.) (2019): Angewandte Sportökonomie des 21. Jahrhunderts. Wesentliche Aspekte des Sportmanagements aus Expertensicht, Düsseldorf.
- Pedersen, Paul M. and Lucie Thibault (2019): Contemporary Sport Management, 6th edition.
- Trosien, Gerhard (2009): Sportökonomie. Ein Lehrbuch in 15 Lektionen (Sportwissenschaft studieren), 2. Auflage, Aachen.

Further materials and information will be provided in class!

Assessment

The final assessment is based on a term paper and a ppt presentation.

Schedule

March 18, 2024	First meeting, discussion of materials, websites, lecture list, introduction into sport economics and motivation, selection of topics!!
March 18 until June 17	Introduction into academic writing, citation, literature research and introduction into sport economics
April 8, 2024	No class
April 15, 2024	No class (search committee Economics presentations)
May 8, 2024	“Europe and Friends Day” (it is a Wednesday)
May 15, 2024	Field trip with overnight stay in Munich. Visit of the Allianz Arena (VIP tour).
June 3, 2024	Presentation of topics
June 10, 2024	Presentation of topics
June 17, 2024	Presentation of topics
June 19, 2024	Field trip to Frankfurt to the European Central Bank

Availability of the Professor

Prof. Wentzel is available during his office hours (Monday 12 pm – 1.30 pm), after class and by appointment. Prof. Wentzel is also available by appointment through digital communications channels (Zoom).

Academic Integrity and Student Responsibility (optional)

I fully trust my students concerning academic integrity and standards. This class is based on mutual trust and multi-cultural respect.

Rules of Conduct for Online Teaching or Online Meetings

Just in the unlikely case of a new Corona incident:

If the technical requirement and the internet bandwidth allow, I prefer my students to use both audio and video. I appreciate to see the full first and last name. I always keep the chat function open and respond directly.

If students are in completely different time zones (US or Asia), I respect if they might have special challenges and reduce their videos.

[Link to the Rules of Conduct for Online Teaching](#)

Additional Information

A field trip to Munich to visit the Allianz Football Arena as part of the seminar (and the workload) is scheduled for May 15. Details will be provided by the ISP team at the beginning of semester.