

Syllabus  
**ECO 2110 Seminar in Sport Economics**  
Prof. Dr. habil. Dirk Wentzel  
Winter Semester 2023/24

<b>Level</b>	Bachelor
<b>ECTS-Credits</b>	5
<b>Students Contact Hours</b>	2 (90 minutes) <b>(fast track)</b>
<b>Workload</b>	120 hours, 30 hours within class and 90 hours for self-study
<b>Prerequisites</b>	Macroeconomics
<b>Time</b>	Wednesday, 12 am – 13.30 am <b>(not every week!!!!)</b>
<b>Room</b>	W1.3.05
<b>Start date</b>	October 11, 2023
<b>Lecturer(s)</b>	<b>Prof. Dr. habil. Dirk Wentzel</b> <b>Jean Monnet Chair in European Economic Integration</b> <b>Office W4.1.05</b> <b>Virtual Office: Contact via Zoom possible if necessary</b> <b>Office Hours</b> Monday, 12 – 1.30 pm <b>Phone</b> 07231-286293 <b>Email</b> <a href="mailto:dirk.wentzel@hs-pforzheim.de">dirk.wentzel@hs-pforzheim.de</a>

## 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. Sport Infrastructure: Business Models for Multi-Purpose Arenas in Europe and in the US
3. Sport Infrastructure: Short Term and Long Term Impacts of the Olympics
4. Sport Infrastructure: Short Term and Long Term Impacts the World Cup

### The European Market for Soccer: Institutions, Challenges, and Perspectives

5. The Bosman Case and Labor Mobility for Professional Football Players in Europe
6. The Decline of "Competitive Balance" in European Football: A Danger for the Business Model?
7. Reasons and Explanations for the Indebtedness of European Football

### Economic Aspects of Specific Areas in Sports

8. The Future of Tennis Sport
9. Yoga, Fitness and Pilates: A New Megatrend
10. College Sport in the USA: Institutions, Academics, Challenges
11. Structure and Business Model of Basketball in the US (NBA)
12. 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
<b>1 Expert Knowledge</b>			
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
<b>2 Use of Information Technology</b>			
<b>3 Critical Thinking and Analytical Competence</b>			
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			
<b>4 Ethical Awareness</b>			
	...to understand the role of fairness, reciprocity, ethical leadership.	...to explain and discuss different economic policy positions on the topics of sport.	X
<b>5 Communication and Collaboration Skills</b>			
<b>6 Internationalization</b>			
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, 4<sup>th</sup> 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, 6<sup>th</sup> 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

October 11, 2023	First meeting, discussion of materials, websites, lecture list, introduction into sport economics and motivation, <b>selection of topics!!</b>
October 18 until December 13	Introduction into academic writing, citation, literature research and introduction into sport economics
<b>November 15</b>	<b>“Europe and Friends Day”</b>
<b>November 22,</b>	<b>Field trip with overnight stay in Munich. Visit of the Allianz Arena (VIP tour).</b>
November 29	Presentation of topics
<b>December 6</b>	<b>Field trip to Frankfurt to the European Central Bank</b>
December 13	Presentation of topics
January 31, 2024	Submission of the academic papers

## Availability of the Professor

Prof. Wentzel is available during his office hours (Tuesday 9.45 pm – 11.15 pm), after class and by appointment. **Prof. Wentzel is also available by appointment through digital communications channels (Zoom, Alfaview).**

## 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 Arena as part of the seminar is scheduled for December 2023. Details will be provided by the ISP team at the beginning of semester.