



Syllabus - Econ 410 - January, 2014  
Tentative

## International Sports Economics

**Prof:** Dennis P. Wilson      GH 421      745-2632      dennis.wilson@wku.edu

### Objectives:

To understand how economic theory applies to the spectator sport industry. In particular, the course will cover issues involved in the industrial organization of sports, labor economics, and public finance of sports at the professional levels. Students successfully completing this course should leave with an understanding of these basic economic concepts and their applicability to real world situations. You should also be able to incorporate the tools of economic analysis into your own decision-making processes. We will witness and discuss the decision methods used by various Australian organizations while on our travels.

### Attendance/Behavior/Grading:

Students are expected to attend ALL class meetings and be prepared for class discussions. Students are expected to attend ALL site visitations in a proper and professional manner.

Final grade for the course will be determined by participation, written assignments and two exams. Grades are assigned using a traditional ten point scale and will be based upon the following:

- |                |  |
|----------------|--|
| Exam           | - material covered prior to departure  |
| Written Report | - regarding attendance, league structure or collective bargaining/labor markets covering one of the following three: <ul style="list-style-type: none"><li>- National Basketball League</li><li>- Australian Football League</li><li>- A-League</li><li>- Tennis Australia</li></ul> |
| Oral Report    | - the written reports will be accompanied with an oral presentation to the class prior to our visitation with the respective organization.   |
| Travel Journal | - covering economic insights witnessed while travelling  |

**Course Outline (reading may consist of a portion or all of the following):**

### Part I: Industrial Organization

#### Readings:

The Economics of Sports Leagues, Scully  
The Economics of Professional Team Sports, Downward and Dawson  
Professional Sports Competitions in Australia, MacDonald and Borland

### Part II: Sports Demand

#### Readings:

Attendance at Australian Rules Football: A Panel Study, Borland and Lye



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The Demand for Australian Rules Football – Borland  
Competitive Balance - Fort  
Determinants of National Broadcasting Viewership – Wilson  
Australian Professional Team Sports in a State of Flux - Dabscheck

### **Part III: Sports Labor Market**

#### **Readings:**

Why Do Pro Athletes Make So Much Money? – Fort  
Discrimination in Professional Sports – Kahn  
Labor Market Intervention, Revenue Sharing, and Competitive Balance in the AFL, Booth

### **Part IV: Economic Impact Studies**

#### **Readings:**

Economic Impact Studies – Howard  
The Econ Impact of Sports Teams and Facilities – Noll and Zimbalist  
Ex: Economic Impact Study – Hurricanes v Sharks Super 12 Rugby Game – Venture Taranaki