



Course and Examination Fact Sheet: Autumn Semester 2018

7,358: The Business of Sport

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - examination paper written at home (individual) (50%)

Decentral - Written examination (50%, 60 mins.)

Attached courses

Timetable -- Language -- Lecturer

[7,358,1.00 The Business of Sport](#) -- Englisch -- [Evans Nicolas](#)

Course information

Course prerequisites

No formal pre-requirements.

Course content

If the last years have shown us anything, it is that sport is big business and this business is growing at a much faster rate than almost any other established economic sector today. Originally grown from an elitist phenomenon it has become a pillar of modern-day society and a ubiquitous pastime, occupation and passion for hundreds of millions. In the course of this evolution, small sports clubs have become a worldwide operating organisations and multi-national companies. At the same time the rules of a few simple athletic games have grown into a semi-autonomous international legal framework with its own enforcing entities that govern this ever-growing market. This unorthodox and frequently loosely regulated set of rules has attracted a vast number of new stakeholders that have significantly changed sport.

This course looks at the economic aspect of the evolution of sport, focussing on the last decades. Legal and political aspects will come into play, but the focus is to understand the functioning logic of the sports industry as a whole and the underlying motivations and strategies of the key stakeholders - be they athletes, clubs, governing bodies, sponsors, investors or public authorities. Practical examples and case studies based on the lecturer's first-hand experience in the industry are an integral part of the methodology.

While passion for sport is evidently welcome, the aim is to analyse a particular economic sector of today's globalised industry and as such this no previous knowledge in terms of the sporting industry is required. Quite on the contrary, knowledge of other industries can help draw parallels and show differences to working mechanisms of other economic sectors.

Course structure

In the six thematic blocs, the course will look at macroeconomic and microeconomic aspects of the sports business. The topics will broadly speaking be:

- The big picture: commercialised sport as an economic sector
- Sponsorship and other forms of instrumentalisation in sport
- Management of sports entities (clubs/athletes/federations) in particular and their challenges
- Socio-political issues derived from the commercialisation of sport
- Field visit to a club or sports organisation with a practitioner's intervention (tentative: FIFA Headquarters in Zurich, subject to confirmation - travel cost to be borne by students)
- Case study on a current issue in the sports industry

Course literature



A reader will be accompanying the lectures with a mix of academic texts on the sports business and relevant journal and newspaper articles covering particular current aspects of the sports industry.

Additional course information

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Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - examination paper written at home (individual) (50%)

Remark

2 short papers (max. 4000 characters each)

Examination-aid rule

Term papers

- Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship.
- The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the APA or MLA standards. The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into the text in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C. (2015), Lern- und Arbeitsstrategien (11th ed., 4th printing). Aarau: Sauerländer).
- For any work written at the HSG, the indication of the page numbers both according to the MLA and the APA standard is never optional.
- Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.
- For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGORREK R. et SCHINDLER B. (2018, Juristisches Arbeiten: Eine Anleitung für Studierende (6. Auflage), Zürich: Schulthess, or the recommendations of the Law School).

Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - Written examination (50%, 60 mins.)

Remark

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Examination-aid rule

Open Book

Students are free to choose aids but will have to comply with the following restrictions:

- At such examinations, all the pocket calculators of the Texas Instruments **TI-30 series** are admissible. Any other pocket calculator models are inadmissible.



- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as electronic dictionaries, notebooks, tablets, PDAs, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

Examination paper written at home (individually) (50%)

Students shall be graded on two short examination papers written at home (each 25% of total grade)

Paper I due on 21 October 2018 23:59 CET.

Paper II due on 28 November 2018 23:59 CET

Each paper should not exceed a maximum of 4,000 characters (without spaces). Each short paper consists of 2 questions relating to the reader and lecture presentations that will be made available via StudyNet. For the first paper, only the first three lectures and first two sections of the reader will be covered. The second paper will cover the reader texts and presentations from all sessions prior to deadline. The papers will be graded based on the argumentative preciseness, the originality of the reasoning and the rhetoric quality.

Written examination (decentral, 50%)

A written exam is held at the end of the course covering content from the reader and the lectures. The exam will consist of short questions and some essay questions.

Examination relevant literature

The course reader and lecture slides that will be made available after each class are mandatory readings for the exam.

Please note

We would like to point out to you that this fact sheet has absolute priority over other information such as StudyNet, faculty members' personal databases, information provided in lectures, etc. When will the fact sheets become binding?

- Information about courses and examination time (central/decentral and grading form): from the start of the bidding process on 23 August 2018
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 15 October 2018
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 05 November 2018

Please look at the fact sheet once more after these deadlines have expired.