

## 1. General Information

1a. Submitted by the College of: BUSINESS AND ECONOMICS

Date Submitted: 3/26/2016

1b. Department/Division: Economics - RCTF

1c. Contact Person

Name: Gail Hoyt

Email: ghoyt@uky.edu

Phone: 257-2517

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course? No

## 2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?: No

2b. Prefix and Number: ECO 393

2c. Full Title: Sports Economics

2d. Transcript Title: Sports Economics

2e. Cross-listing:

2f. Meeting Patterns

LECTURE: 3 hours per week

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: This course focuses on the application of economic theories to sports and the sports industry and understanding the behavior of economic agents in sports. Students who complete the course will gain insight into economics, understand how to apply economic models to explain observed behavior in sport, and appreciate empirical economic evidence generated from sports-related data.

2k. Prerequisites, if any: (ECO201 and ECO202 and ECO391) or the equivalent

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Fall,

Will the course be offered every year?: Yes

If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?: 50-100

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: Yes

Will it be of interest to a significant number of students outside the degree pgm?: Yes

If Yes, explain: In addition to students majoring and minoring in economics, we believe that there will be significant student interest in this course from other majors in the business college and other programs on campus. The upper level prerequisite requirement will limit students somewhat, but the course will involve a great deal of sports statistics analysis so this prereq is necessary.

8. Check the category most applicable to this course: Relatively New – Now Being Widely Established,

If No, explain:

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: No

If YES, name the proposed new program:

b. Will this course be a new requirement for ANY program?: No

If YES, list affected programs:

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: No

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached: Yes

## Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1.How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2.How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3.How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4.Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5.How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6.How do course requirements ensure that students make appropriate use of learning resources?

7.Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8.How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9.Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10.Does the syllabus contain all the required components? NO

11.I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

## Department of Economics 2016 Overview of Proposed Curriculum Changes

1. We propose that the department renumber 400 level courses to the 300 level as they do not have ECO401 or ECO402 as a prerequisite.

- ECO 311 Business Economics (formerly ECO 411)
- ECO 312 Monetary Economics (formerly ECO 412) Finance majors no longer required to take.
- ECO 365 Social Economic Organization (formerly ECO 465G Comparative Economic Systems)
- ECO 367 American Economic History (formerly ECO 467)

2. We propose to modify the description of ECO370 so that majors in A&S Economics, Business Economics, and Mathematical Economics are allowed to take the course, but FLIE majors may not.

3. We propose that the prerequisites for ECO391 be modified to include STA296 OR STA381 or the equivalent.

4. We propose that the department create new 300 level courses to service non-majors, minors, and majors.

- ECO 301 Economic Price Theory: (non-majors only)
- ECO 381 Environmental Economics
- ECO 385 Health Economics
- ECO 387 Law and Economics
- ECO 393 Sports Economics

### NEW FULL SELECTION OF COURSES BY LEVEL

#### NEW COURSES:

ECO 301 ECONOMIC PRICE THEORY  
ECO 381 ENVIRONMENTAL ECONOMICS  
ECO 385 HEALTH ECONOMICS  
ECO 387 LAW AND ECONOMICS  
ECO 393 THE ECONOMICS OF SPORTS

#### RENUMBERED COURSES (400 TO 300 LEVEL)

ECO 311 BUSINESS ECONOMICS  
ECO 312 MONETARY ECONOMICS  
ECO 365 SOCIAL ECONOMIC ORGANIZATION  
ECO 367 AMERICAN ECONOMIC HISTORY

#### OTHER MINOR REVISIONS

ECO 370 THE GLOBAL ECONOMY  
ECO 391 ECONOMIC AND BUSINESS STATISTICS

#### OTHER EXISTING COURSES IN ECONOMICS – WITH NO MODIFICATIONS

ECO 327 STRATEGIC DECISION MAKING: AN INTRODUCTION TO GAME THEORY  
ECO 379 THE ECONOMICS OF PUBLIC POLICY, LAW, AND GOVERNMENT  
ECO 395 INDIVIDUAL WORK IN ECONOMICS  
ECO 401 INTERMEDIATE MICROECONOMIC THEORY  
ECO 402 INTERMEDIATE MACROECONOMIC THEORY  
ECO 410 CURRENT ISSUES IN ECONOMICS (Subtitle required)  
ECO 450G THE ECONOMICS OF POVERTY AND WELFARE PROGRAMS  
ECO 461 MARKET STRUCTURE AND ANTI-TRUST POLICY  
ECO 471 INTERNATIONAL TRADE  
ECO 472 INTERNATIONAL MONETARY ECONOMICS  
ECO 473G ECONOMIC DEVELOPMENT  
ECO 477 LABOR ECONOMICS  
ECO 479 PUBLIC ECONOMICS

**ECO 491G APPLIED ECONOMETRICS  
ECO 499 SEMINAR IN ECONOMICS**

5. We propose the following changes to the upper level economics course requirement for each type of major:

**Minor Requirements (This would remain unchanged.)**

- ECO201
- ECO202
- ECO401 OR ECO402
- 9 hours ECO 300 level or higher

**All types of ECO Majors Require: (This would remain unchanged.)**

- ECO201
- ECO202
- ECO391
- ECO401
- ECO402

Type of Major	Current	Proposed
<b>Mathematical Economics</b>	300+ level ECO courses 9 hours	ECO491 6 hours of ECO elective courses at the 300 level or higher with at least 3 hours at the 400 level
<b>Foreign Language and International Economics NO CHANGE</b>	ECO300+ Any 300+ level ECO course 3 hours  Two of the following ECO471 ECO472 ECO473G	ECO300+ Any 300+ level ECO course 3 hours  Two of the following ECO471 ECO472 ECO473G
<b>B&amp;E Economics</b>	ECO499 12 hours ECO Electives (we don't specify level in bulletin)  One upper level B&E elective  (24 hours in the major)	ECO499  ECO Electives 12 hours – at least 6 hours must be at the 400 level  DROP the One upper level B&E elective  (21 hours in the major)
<b>A&amp;S Economics</b>	ECO499 9-15 hours "300 level or higher" ECO	ECO499 9-15 hours of ECO electives at the 300 level or higher with at least 6 hours at the 400 level

**ECO 393**  
**Sports Economics**  
**Semester Year**  
**Date & Time**  
**Building & Room Number**

**Instructor:** Frank Scott  
**Office:** 245 Gatton College of Business and Economics  
**Office Phone:** 257-7643  
**Office Hours:** 10:00 -12:00 Tuesday and Thursday or by appointment  
**Email:** fscott @uky.edu

**Preferred way to reach instructor:** Stopping in during office hours is preferable if you have specific questions and content and homework sets. Contacting me by email is fine if you need to let me know you will be absent or have general logistical questions

**Course Description:**

This course focuses on the application of economic theories to sports and the sports industry and understanding the behavior of economic agents in sports. Students who complete the course will gain insight into economics, understand how to apply economic models to explain observed behavior in sport, and appreciate empirical economic evidence generated from sports-related data.

**Prerequisites:**

ECO 201, ECO 202, and ECO391 or the equivalent

**Student Learning Outcomes:**

Students who successfully complete the course will be able to:

1. Analyze, on exams and in the writing and presentation of the group project, the broad economic and financial environment in which the sports industry operates.
2. Describe and identify key economic issues in professional sport.
3. Prepare a document, in a group project setting, that uses sports data to answer economic questions empirically.

**Required Materials:**

Textbook: Humphreys, Brad R., *Economics of Professional Sports* 1st Edition. BRH Publishing. ISBN 0-615-90935-3.

**Grading & Test Dates:**

Grades will be determined as follows:

Item	Weight	Date
Exam I	25%	
Exam II	25%	
Final Exam	30%	
Group Project Report	10%	
Group Project Presentation	10%	

**Exams:**

The exams will consist of a variety of types of questions, such as calculation problems, short answer questions, short case analysis, multiple choice questions, etc. The sample questions at the end of each chapter in the textbook are representative of exam questions. The final exam will be administered according to the university's final exam schedule.

**Group Project:**

The group project will provide students with some hands-on experience working with sports economics data and doing quantitative economic research. The general topic of the group project is Analyzing Competitive Balance in Sports Leagues. Each group will be assigned a sports league to analyze. The group will (1) collect data on outcomes in that league, (2) use the competitive balance measures discussed in Chapter 7 to analyze the outcomes in this league, (3) use the model developed in Chapter 5 to explain the league outcomes, (4) write up and discuss the results, and (5) make a class presentation describing the league and the results. Each group will develop a written report and an oral presentation based on their research. Details about the content of the report and presentations will be distributed later in the semester. Each group will contain 3-4 students.

The letter grades will be strictly assigned on the following scale:

A:	90-100
B:	80-89
C:	70-79
D:	60-69
E:	0-59

**Mid-term Grade:**

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar.

<http://www.uky.edu/Registrar/AcademicCalendar.htm>

**Excused Absences:**

Students need to notify the professor of absences prior to class when possible. *Senate Rules 5.2.4.2* defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859-257-3737, [http://www.uky.edu/Ombud/ForStudents\\_ExcusedAbsences.php](http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php)).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused) per University policy.

**Makeup Work:**

Students who have a valid reason for missing an exam, quiz or assignment may take a make-up. Valid reasons include a University-excused absence, illness, or a personal emergency (e.g., a death in the family). The instructor must be notified of these occurrences as soon as possible and verification will be required. Arrangements for a make-up must be made with the instructor as soon as possible, especially in the case of exams. Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred. Make-ups will be scheduled at a time mutually convenient for the student and the instructor.

**Verification of Absences:**

Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

**Accommodations due to disability:**

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at [drc@uky.edu](mailto:drc@uky.edu). Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

**Attendance Policy:**

I will not take attendance, however, consistent attendance is essential for acceptable performance in the course. Many students find economic concepts difficult to grasp. Missing class will only make the process of absorbing this material more difficult. I will also present material in class that may not be found in the text. If you find yourself falling behind or you are having problems with the material, I encourage you to come to me for assistance.

**Academic Integrity:**

Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

*Senate Rules 6.3.1* (see <http://www.uky.edu/Faculty/Senate/> for the current set of *Senate Rules*) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.





## **Classroom Behavior Policies:**

**Being Prepared:** Students are expected to read assigned material prior to class and participate in class discussion and activities. Do not be afraid to participate because of the size of the class and if you have a question, never let it go unanswered. If you do not get an opportunity to ask your question during class, stop by during my office hours or feel free to contact me via electronic mail. Being prepared also means going through the notes from one class period before coming to the next class period. If you look at the new material at least once within forty-eight hours of first seeing it, you will learn the material more thoroughly and studying for the exam will be easier.

## **Being Courteous:**

- 1) If you do plan to attend class, be on time and do not leave until class is dismissed. Late arrivals and early departures are very disruptive to your fellow students and to me!! If you have a long walk to get to this class from another, let me know in advance. If nature calls so loudly that you must answer, please leave and return to the classroom as quietly as possible.
- 2) Please avoid carrying on private conversations during class. This behavior shows disrespect for your classmates who would like to hear the lecture and it can have a negative impact on the learning experience of the entire class.
- 3) Please turn off all cell phones, pagers, etc. If you are unable to turn off these electronic devices, please have them on mute or leave them at home. It is very disruptive to your peers and to me to have a cell phone ring or a pager beep during class. It is also distracting if you text message during class.
- 4) You may use laptops only for purposes of note-taking

## **Tentative Course Outline:**

- I. The Sports Industry Chapter 1
- II. Revenues and Costs, Media Markets Chapter 2
- III. Short Run Model of Team Decision Making Chapter 3
- IV. Long Run Model of Team Decision Making Chapter 4
- V. Sports Leagues: The two-team model Chapter 5
- VI. Outcome Uncertainty and Consumer Choice Chapter 6
- VII. Measuring and Analyzing Competitive Balance Chapter 7
- VIII. Analyzing Competitive Balance (continued) Chapter 7
- IX. Stadiums, Arenas and Subsidies Chapter 8
- X. Sports Betting Markets Chapter 9
- XI. Pay and Performance in Professional Sports Chapter 10
- XII. The NCAA eCampus Readings
- XIII. The NCAA (continued) eCampus Readings
- XIV. Group Presentations