SPORTS ECONOMICS AND POLICY
A Term - Fall 2019
Monday 5:45pm – 9:00pm
Room: Warren 310

Professor Sunil Gulati
Hours: M: 10-11, W: 11:30-12:30
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Professor Jonathan Knee
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TA: TBD
Phone:

Course Description

The course examines economic and policy issues raised by the rapid changes in the contemporary sports industry. The focus is on understanding the implications of industry structure, economics and culture in both the domestic and international sports businesses. In addition, we consider various forms of public and self-regulation designed to improve the effective operation of sports businesses in the face of this transformation.

Grades will be based on a combination of a group project, class participation, homework and attendance. The group project will be due before the start of class session #5 and two of the groups will be asked to make short presentations of their work during the final session (#6).
Course Outline

<table>
<thead>
<tr>
<th>Session 1</th>
<th>Intro to Sports Economics and Industry Structure</th>
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<tr>
<td>September 9th</td>
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<td><strong>Topics:</strong></td>
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<tr>
<td>(1) Class overview and organization</td>
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<td>(2) Microeconomics and sports</td>
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<td>(3) The structure of professional sports in the U.S.</td>
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<td><strong>Reading:</strong></td>
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<tr>
<th>Session 2</th>
<th>Intro to Player Economics</th>
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<td>September 16th</td>
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<td><strong>Topics:</strong></td>
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<td>(1) History of sports business and player economics</td>
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<td>(2) Sports talent value chain</td>
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<td>(3) Key factors determining how much value there is, who captures it</td>
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<td><strong>Cases:</strong></td>
<td>Bharat N. Anand and Kate Altea, International Management Group (IMG), Harvard Business School case 9-702-409, Sept. 16, 2002</td>
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<td><strong>Guest:</strong></td>
<td>TBD</td>
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<td><strong>Readings:</strong></td>
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<td>(4) 2014 financing documents, WME acquisition of IMG.</td>
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<td><strong>Key Questions:</strong></td>
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<td>(1) Where does the value lie in the talent value chain? In sports who has leverage- athlete, agent, agency, team, league, broadcaster</td>
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<td>(2) Is Tim Harford right that “satellite television has been to athletes what the gramophone was to musicians”?</td>
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<td>(3) What should one look for as critical qualities of attractive sports businesses to invest in</td>
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Homework #1 due and groups assigned
### Session 3  
**Media Rights Deals**  
**September 23rd**  
*Professor Knee*  

**Topics:**  
(1) Cost and exploitation of sports rights  
(2) Emergence of RSN’s  

**Guest:** Sean McManus, Chairman, CBS Sports (TBC)  

**Reading:**  

**Key Questions:**  
(1) Was News Corp’s decision to outbid CBS for football rights wise financially and/or strategically? Do you think those are different questions?  
(2) What are the key factors that drive the short and long term financial impact of the purchase?  
(3) Do you think the value of RSN’s will grow or shrink in the future?  
(4) How do media companies calculate whether a rights deal is profitable?  

### Session 4  
**Soccer — Domestic and International**  
**September 30th**  
*Professor Gulati*  

**Topics:**  
(1) The Institutional Landscape  
(2) MLS and Euro Soccer  
(3) International Events – World Cup/ Olympics  

**Guest: TBD**  

**Reading:**  

Homework #2 due
**Session 5**  
**October 7th**  
*Professor Knee*

### The Impact of Digital Platforms

**Topics:**
1. Emergence of SVOD and OTT platforms


**Guest:** John Skipper, Executive Chairman, Perform Group (TBC)

**Readings:**
1. BAMTech marketing materials

**Key Questions:**
1. What businesses is BAMTech in? In which of these do you think it has a competitive advantage and what is the source of that?
2. Why did Disney invest in BAMTech and why did it accelerate its purchase of control?

**Group Projects due**

**Session 6**  
**October 14th**  
*Professor Gulati  
Professor Knee*

### Policy Implications: Public and Private

**Topics:**
1. Presentation of final projects
2. Ethics, Values and Corruption in Sports
3. Public Policy: antitrust, price regulation, “public” access, gender equity
4. Private policy: student athletes, head injury

**Cases:** Pay equity in soccer

**Guest:** George Pyne, CEO, Bruin Sports Capital

**Reading:** TBC
Method of Evaluation

**Group Project – 50%**  
Groups will be randomly assigned at the second class session and the project will be due at the start of the 5th session. Two groups will be selected to present their projects during the last class.

**Class participation – 30%**  
TA keeps track of participation and attendance. Two absences results in a maximum grade of P.

**Homework – 20%**  
Due before the start of class on day assigned through Canvas.

ATTENDANCE POLICY
Students are required to attend each class. Students should reach out to the instructor or TA to seek an excused absence (for religious observances; personal, medical, and family emergencies; military service; court appearances such as jury duty). Note that if a category of absence provides a legitimate basis for excuse, if the student has adequate notice it is his/her responsibility to arrange for the class to be taped. Only after the student confirms that the tape has been viewed is an excuse granted. Unexcused absences will affect your course grade. It is the student’s responsibility to confirm the accuracy of attendance records with the TA on an ongoing basis.

- Students that miss more than 33% of their classes (2 unexcused absences) will at most receive a P for the course grade
- Students that miss more than 50% of their classes (3 unexcused absences) will receive a F for the course grade

INCLUSION, ACCOMMODATIONS, AND SUPPORT FOR STUDENTS

At Columbia Business School, we believe that diversity strengthens any community or business model and brings it greater success. Columbia Business School is committed to providing all students with the equal opportunity to thrive in the classroom by providing a learning, living, and working environment free from discrimination, harassment, and bias.
Columbia Business School will make reasonable accommodations for persons with documented disabilities. Students are encouraged to contact the Columbia University’s Office of Disability Services for information about registration. Students seeking accommodation in the classroom may obtain information on the services offered by Columbia University’s Office of Disability Services online at www.health.columbia.edu/docs/services/ods/index.html or by contacting (212) 854-2388.

Columbia Business School is committed to maintaining a safe environment for students, staff and faculty. Because of this commitment and because of federal and state regulations, we must advise you that if you tell any of your instructors about sexual harassment or gender-based misconduct involving a member of the campus community, your instructor is required to report this information to a Title IX Coordinator. They will treat this information as private, but will need to follow up with you and possibly look into the matter. Counseling and Psychological Services, the Office of the University Chaplain, and the Ombuds Office for Gender-Based Misconduct are confidential resources available for students, staff and faculty. “Gender-based misconduct” includes sexual assault, stalking, sexual harassment, dating violence, domestic violence, sexual exploitation, and gender-based harassment. For more information, see http://sexualrespect.columbia.edu/gender-based-misconduct-policy-students.