

BAD 349: SPORTS ECONOMICS AND FINANCE

The course examines the basic concepts of economics, supply and demand, and applies these concepts in a sports environment, seeking to determine how sports teams derive revenues and how the teams convert those revenues into profits for the owners. Other topics include the value of new franchises, the value of expansion of teams, the location of teams in different markets, and competitive balance. Issues of player salaries and labor relations, the role of government, and the economics of college athletics will be discussed. Cross listed with ECN 349.

Credits: 3

Prerequisites:

ECN 201

Program: Business Administration