**Fisher College of Business**

**The Ohio State University**

**Syllabus**

Business Adm 3630.08 – Introduction to the Business of Sports

(3 Credit Hours)

Autumn Semester 2017

Instructor: Ralph Greco, BS. MS. Industrial Engineering

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Class Schedule Wednesday Section #1 3:15 – 5:15

Schoenbaum Hall, Room 215

This course is the first in a two-course sequence that comprises the course requirement for students enrolled in the Fisher Business Sports Cluster and which, when combined with other requirements, provides students with competence in business practices involved in managing a sports enterprise. This first course is a pre-requisite for enrollment in the second course in this sequence which will be offered during the Spring Semester. Instructional staff for this first course in the two-course sequence includes Faculty from the Fisher College as well as representatives from local companies and affiliates, including: The Columbus Clippers, The Columbus Crew, The Ohio Machine, your Columbus Blue Jackets, the OSU Athletic Office, ShadowBox Live and Columbus Children’s Theatre.

*Learning Objectives*

1. To gain a basic understanding of the Sports Industry and the data driven decisions that are made on a daily basis, for example --
   1. How to drive the greatest number of fans to each home event.
   2. Create optimal sponsorships that benefit the team, the fans and the sponsor.
   3. What food/beverage combination will create the best margin
2. Analytics within the Sports Organization
   1. How do today’s organizations work with/utilize/take advantage of Analytics?
   2. What organizational change must take place for analytics to have an impact?
   3. What type of Data Analysis is done in the Sports Industry?
   4. What is the Data ecosystem utilized in the industry?
3. What is Strategic Management Analytics?
4. Understanding of Analytics in Sports Marketing.
5. Sports Finance by the Numbers.
6. Event Management, from Planning to Management.
7. Facility Management, and Analytics around Food/Beverage.

*Course Overview*

The overall objective of the first course in the Sports industry sequence is to familiarize the students with the concept of Data Analytics (Big Data) and its applicability in a business environment. This course will utilize both faculty from Fisher College as well as Corporate Executives from sponsoring companies and vendors. These individuals will lead discussions on various topics central to the Sports industry.

At the end of the Fall semester, students should have acquired an understanding of the data driven decisions that are made in a typical Sports enterprise and includes the terminology, concepts and familiarity of potential tools and solutions that exist today.

The course is a combination of lectures, case studies, individual assignments and a group project (teams of 3-4). Project and project workload are discussed later in the syllabus. Class interaction will be a key component of the overall grade, and students are expected to be prepared each week when they attend. It is assumed that each student will be familiar with basic technology (web search, etc.), have access to a computer (not an iPad), and have basic knowledge of statistics, and math.

All students are expected to maintain professionalism in their interactions with the external speakers. This includes interactions during their presentations, and in any outside classroom events (social or otherwise).

Students need to be ready to go each week in class. Discussions in class can only be fueled by those individuals that are ready to ask questions, provide feedback (non emotional) and defend their positions with logic and facts – just as you will have to do in a corporate environment.

There will be multiple opportunities/requirements for the student to present in class. This includes presenting to their peers, OSU Faculty and external speakers.

*Required Text*

Sports Analytics. A data driven approach to sport business and management. Gil Fried and Ceyda Mumcu. 2017. Routledge Publishing.

ISBN 978-1-138-66712-9 (hardback)

ISBN 978-1-138-66713-6 (paperback)

**Course Mechanics**

*Grading*

Class Contribution 25%

Individual Presentations/Homework 25%

Fall Project 50%

Project Plan 10%

Project Updates 15%

Final Presentation 25%

*Attendance Policy*

Students are expected to attend all cluster activities and classes. Absences will be excused only in the case of health problems (doctor’s note required) or death in the family. Unexcused absence will result in reduction of points from the final course grade.

*Cell Phone Use*

Absolutely no cell phone use in class whatsoever! During breaks or outside of classroom, no problem. Any cell phone use in class will result in the deduction of class contribution points.

*Computer or Tablet Use*

There is no tablet or laptop use allowed in the classroom. All presentations will be provided at the beginning of the semester. Laptops or tablets can be used to team presentations. Any tablet or laptop use in the classroom will result in the deduction of class contribution points.

*Class Participation*

Obviously, given that class contribution is 25% of the overall grade, each student should be “ready to go” every week. Guest lecturers will leave plenty of time at the end of their lecture/discussion for questions and as a result the students need to be actively listening and engaged during the presentation. Attendance will be taken each week.

*Academic Misconduct*

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct. <http://student.ife.osu.edu/csc/>

*Disability Services*

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone number is 292-3307, TDD is 292-0901; <http://www.ods.ohio-state.edu/>

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options.  You are also welcome to register with Student Life Disability Services to establish reasonable accommodations.  After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu/); 098 Baker Hall, 113 W. 12th Avenue.

*Fall Projects*

Each Fall, teams will be randomly created and assigned a project that either our Sponsors create or will be generated by FCOB Faculty. These projects get us ready for Sponsor projects in the Spring and provide a great learning experience. The Fall projects make up 50% of the overall grade and include multiple presentations in class and to external guests. Given the number of project teams in each class, it will be impossible to for teams to meet during class, instead, the assumption is that each team will meet for a minimum of 1 hour during the week to get ready for the key milestone presentations and final presentation. Each team will also sit with the class instructor twice during office hours for at least 30 minutes during the semester to present results and receive feedback.

Skills that will be learned during the project include those “soft skills” often asked about in interviews: project management, leadership, working in a team environment and conflict management and resolution.

Tentative Schedule for Fall Semester

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Lecturer | Topic | Learning Objective | Reading and Assignments |
| August 23 | Greco | Class Introduction and expectations. | Review of the Course. Review of Syllabus.  Discussion of Extra Credit Assignments.  Class introductions by both instructor and the students. | **Sponsor or Greco Projects – Teams Created, and Projects Assigned** |
| August 30 | Greco  ***Jeff Eldersveld*,** Columbus Blue Jackets | Analytics in Sport Marketing  Introduction to Analytics and Data, and the Data Ecosystem | Market Research, Customer Profiling, Customer Behavior, Segmentation are all key factors in determining revenue streams for franchises. | **Read Chapter 5** |
| Sept 6 | Greco  ***Bredan Buckley,*** OSU | Facility and Event Management | How can a sports venue be utilized for other events? Concerts, races, etc. | **Read Chapters 10, 11**  **Assignment – Individual Assignment #1** |
| Sept 13 | Greco  ***Clark Beacom,*** Columbus Crew | Analytics and Digital Marketing | Examine the use of Social Media and other “new” media in the world of sports | **Read Chapter 6**  **Turn In -- Individual Assignment #1, Turned in by Noon on Tuesday the 12th** |
| Sept 20 | Greco  ***Don Moxley,*** OSU | Analytics and Sports Performance | The use of wearable and other devices allow teams to better manage the individual components of the franchise. | **Read Chapter 3**  **Turn In -- Problem Description, by Noon on Tuesday the 19th** |
| Sept 27 | Greco | Strategic Talent Management | All sports franchises make HR decisions on a daily basis. How can Analytics help them? | **Read Chapter 6** |
| Oct 4 | Greco | Team Visit | Visit with local Sports organization (Crew, Clippers, Ohio Machine or Aviators) | **Assignment – Individual Assignment #2** |
| October 11 | **NO CLASS** | | | |
| October 18 | Greco | Sports Finance | What do the numbers look like for a Sports Team or franchise? | **Read Chapter 7**  **Assignment – Project Update**  **Turn In – Individual Assignment #2 by Noon on Tuesday the 17th** |
| October 25 | Greco | Project Updates | Each team will present in class their project updates. |  |
| Nov 1 | Greco | Team Visit | Visit with local Sports organization (Crew, Clippers, Ohio Machine or Aviators) | **Turn in – Project Update, by Noon on Tuesday October 31** |
| Nov 8 | Greco  Guest Speaker | Diversity and Inclusion | Discussion focused on the stereotypes and misconceptions in the sports industry. | **Read – Handouts**  **Assignment – Individual Assignment #3** |
| Nov 15 | Greco  Guest Speaker | Ethics in Sports | Discussion focused on items can include – health and safety of the athlete, recruiting, PEDs, and gambling. |  |
| Nov 22 | **NO CLASS** | | | |
| Nov 29 | Greco | Presentation Skills |  | **Turn In – Individual Assignment #3, by Noon on Tuesday November 28** |
| Dec 6 | Greco |  |  | **Final Project Presentations, by Noon on Tuesday December 5th** |

Attachment #1

Books that you should read at some point!

The Numbers Game. Chris Anderson, David Sally. (2013)

Moneyball. Michael Lewis. (2011)

Freakanomics. Steven Levitt. (2009)

Numbers Rule Your World. Kaiser Fung. (2010)

Thinking, Fast and Slow. Daniel Kahneman. (2011)

Naked Statistics. Charles Wheelan. (2013)

Every Shot Counts. Mark Broadie (2014)

Trading Bases. Joe Peta (2013)

Mathletics. Wayne L. Winston (2009)

Faster, Higher, Stronger: The New Science of Creating Superathletes, and How You can Train Like Them. Mark McClusky (2014)

Scorecasting: The Hidden Influences Behind How Sports Are Played and Games Are Won. Tobias Maskowitz, L. Jon Wertheim (2012)