

ECON 3733 N2: Economics of Sport and Recreation

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Syllabus

Course Description

Sports is clearly ingrained in North American society and many citizens attach tremendous importance to personal recreational pursuits and following their favorite college/professional sports team. This concept is classically overstated in the quote below by George Will (Pulitzer Prize -winning conservative American newspaper columnist , journalist and author).

All I remember about my wedding day in 1967 is that the Cubs dropped a double header - George Will, *Bunts* (New York: Scribner, 1998), p.22.

Even if you are not aware of it, economics affects you every day in a variety of ways. From job opportunities - to recreational facilities in your community - to the price you pay for gasoline, economics has an impact on your life. However, like many students, you probably spend a lot more time thinking about sports and recreation than about economics. Consequently you may have wondered why millionaire professional athletes go on strike, why governments provide subsidies to build sport stadiums when the city library hasn't had a coat of paint in years or why your favorite camping park is considering raising entrance fees. The answer to these questions (and many others related to sports and recreation) are essentially economic in nature. The hurdle facing students is to recognize the all-encompassing economic forces impacting the recreation and sport industries and to develop the tools to understand them.

This course examines the role of economics in the consumption and provision of recreation and sport in today's society. Topics include consumer spending, demand estimation, cost structures of recreation/sporting enterprises/events/facilities, pricing issues, valuing benefits/costs of recreation/sports, and the role of government in the recreation/sport industries.

Instructor

Your instructor is Dr. Brian VanBlarcom. Brian earned a Bachelors Degree (1983) along with a Masters Degree in Economics from Acadia University (1985) and a Ph.D. from Clemson University (South Carolina) in 2001. His research interests include economic impacts, community development and other economic aspects associated with tourism, recreation, and sport.

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Course Overview

To be a sports fan these days is to be taking a course in economics. - Allen Barra (Salon Magazine, May 19, 2000)

The course will take a microeconomic approach and apply microeconomic principles to the recreation and sport industries. The ultimate goal of the course is to teach students how to use fundamental economic tools to explain a wide range of issues relevant in the sport/recreation spectrum (such as those mentioned earlier) and a variety of others including; why your favorite baseball team just spent \$300 million on a shortstop, why professional sports teams are often owned by media companies and how the economic value of recreational resources such as scenic views/hiking trails can be estimated. You will accomplish this goal through

a series of readings and related assignments. Completing this course will provide you with increased analytical insight, create a lasting interest in the role economics plays in recreation and sport and stimulate the spirit of critical inquiry into issues facing practitioners and consumers.

The course is comprised of 10 assignments making up fifty percent (50%) of the course grade. The assignments are designed to familiarize students with economic concepts relevant to the world of recreation and sport and to illustrate such relevancy via salient examples. The text contains numerous references related to the topics covered.

The exam is comprehensive in nature and will cover the key concepts examined in the course. Students will receive the exam format and list of key topics upon completion of the final assignment.

Course Materials

TEXT: [The Economics of Sports, 5th edition](#), Michael Leeds and Peter von Allmen. Published by Prentice Hall, 2014. ISBN 10: 0-13-302292-7 and ISBN-13: 978-0-13-302292-6.

See the [student handbook](#) for ordering information.

Schedule of Topics

Topic Number	Description
1	Introduction (Text Chapter 1) and Review of Economist's Arsenal (Text Chapter 2, Sections 2.1 - 2.2). Assignment #1 covers topics 1.
2	Demand and Supply, Price Elasticity and Ticket Scalping (Text Chapter 2, Sections 2.3 and 2.3). Assignment #2 covers topic 2.
3	Market Structures (Text Chapter 2, Section 2.3). Assignment #3 covers topic 3.
4	Sports Franchises as Profit Maximizing Firms (Text Chapter 3). Assignment #4 covers topic 4.
5	Monopoly Power, Variable Pricing and Price Discrimination (Text Chapter 4) Assignment #5 covers topic 5.
6	Competitive Balance (Text Chapter 5). Assignment #6 covers topic 6.
7	The Public Finance of Sports Sports: Who Benefits?/Who Pays? (Text, Chapter 7 and 8). Assignment #7 covers topic 7.
8	An Introduction to Labour Markets in Professional Sports. (Text Chapter 8). Assignment #8 covers topic 8.
9	Labour Market Imperfections. (Text Chapter 9) Assignment #9 covers topic 9.
10	The Economics of Amateurism and College Sport (Text Chapter 11). Assignment #10 covers topic 10.

Evaluation

Assignments	50%
Exam*	50%
Total	100%

*Please note that you must pass the exam to pass the course.

Assignments

The assignments are completed within ACORN. All assignments can be found on the homepage of the course, each one directly below the associated Module's webpage.

The last assignment should be received at least 4 weeks prior to the date you wish to write the exam. This will allow adequate processing time for the request, and for setting the exam.

Exam

How to apply: Complete the [Application for Examination](#)

Proctored at Acadia

- The final exam in an online course must be passed to successfully pass the course unless otherwise stated in the assessment section of the course syllabus. There are no rewrites or supplemental examinations at Acadia University.
- Examination requests must be received one month prior to the date you wish to write your examination.
- Course requirements must be completed to the satisfaction of your instructor.
- **Graduating Students Note:** If you are graduating in Spring Convocation you must write by April 15th. If you are graduating in Fall Convocation you must write by September 15th.

Proctored at Another Location

If it isn't practical to take your exam at Acadia, off-campus exams can be written at another university or college. Arrangements for an examination may be made through the Registrar's Office or the Continuing Education office of most universities and colleges. If it is not possible to write your exam at an approved institution, please contact us for assistance.

- **All fees associated with examinations written at other locations are your responsibility.**
- Some courses may require specific software or internet accessibility at the off-campus examination location.

Student Handbook

You are responsible for becoming familiar with the contents of the Student Handbook. It contains important information about scheduling examinations (if applicable), applying for extensions, withdrawing from your course, ordering books, and computer and library services available to you. If you have questions about the policies outlined in the [handbook](#), contact:

Open Acadia
21 University Avenue (Rhodes Hall)
Wolfville, NS B4P 2R6
Phone: 1-800-565-6568
Fax: 902-585-1068
Email: openacadia@acadiau.ca

Academic Integrity

Academic integrity demands responsible use of the work of other scholars. It is compromised by academic dishonesty such as cheating and plagiarism. A student who is uncertain whether or not a course of action might constitute cheating or plagiarism should seek in advance the advice of the instructor involved.

- Cheating is copying or the use of unauthorized aids or the intentional falsification or invention of information in any academic exercise
- Plagiarism is the act of presenting the ideas or words of another as one's own. Students are required to acknowledge and document the sources of ideas that they use in their written work.
- Self plagiarism is also a form of plagiarism. It is the presentation of the same work in more than one course without the permission of the instructors involved.
- A student who knowingly helps another to commit an act of academic dishonesty is equally guilty.
- Penalties are levied in relation to the degree of the relevant infraction. They range from requiring the student to re-do the piece of work, through failure on that piece of work, to failure in the course, and to dismissal from the university.

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