

KEDGE BUSINESS SCHOOL

ECONOMICS AND FINANCE OF PROFESSIONAL TEAM SPORTS

Assessment March 2020- Revised

Assessment is by an individual report to be submitted online by Friday March 29 4 pm.

Task:

Each student will select a professional sports league and within this select a club. You should write a consultancy style report that addresses the following questions

1. Does your league suffer from a competitive balance problem? Present your answer using data.
2. What are the attendance patterns for your club and for the league as a whole?
3. What is the club's ticket pricing policy and how might it be improved?
4. What is the league's broadcasting policy? How does your club benefit from sale of broadcast rights?
5. Does your league have a policy to control player salaries? If so, explain how this works and consider the effectiveness of the policy. How does your club manage the team's salary structure?
6. Looking at the club's player roster, what practical adjustments could your club make to the team so as to improve team performance? Consider management of player contracts and possible transfers or trades of players (you should focus on those transfers or trades that are feasible!).
7. Is your league able to take advantage of the growth in demand for sports betting? To what extent is match-fixing and other forms of cheating a problem for your league?

Each of these questions should be addressed in general terms using course materials, including introductory lectures. Readings and resources will be made available as support. These resources can be customised to your particular league. You may collaborate with fellow students. I will be available to advise and support by email and through your Learn platform during week beginning March 23. More details on resources and access to me for questions about slides and assessment tasks will follow.

Rob Simmons, Lancaster University r.simmons@lancaster.ac.uk