

Module Title:	Sports Economics
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	6 programme(s)
Teaching & Learning Strategies:	The learning outcomes will be achieved through the following teaching and learning strategies: • Lectures - communication of knowledge and ideas from the lecturer to the student. • Problem Solving Exercises – students will work individually and as part of a team to resolve various sports economic problems and questions. • Class Discussion/Debate - students will be encouraged to actively participate in the lecture sessions to develop their analytical and communication skills. • E-Learning – it is envisaged that the module will be supported with on-line learning materials. • Self-Directed Independent Learning – the emphasis on independent learning will develop strong and autonomous work and learning practices.
Module Aim:	The aim of this module is to provide students with a knowledge and understanding of the fundamental economic principles and theories relevant to the operation of professional and amateur sports.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Discuss and analyse the implications of theoretical and empirical work in the economics of sport for policy issues relevant to the sporting environment.
LO2	Demonstrate an understanding of the operation of the markets for participant sport in the public and private sectors, and discuss issues relevant to the economics of hosting mega sporting events.
LO3	Explain and analyse the operation of the market for professional sports using specialised knowledge of relevant economic theories.
LO4	Discuss and evaluate issues of uncertainty of outcome and measures of competitive balance in sports leagues.
LO5	Explain the rationale for and methods of cross subsidisation, and use economic models to understand cross subsidisation in different forms of sporting leagues.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Introduction to the Economics of Sport

• What is sports economics? • Introduction to Economic Methodology • Economic Organisation of Sport

The Economics of Sports Participation

• A General Economic Model of Sports Consumption: Dual Decision Hypothesis; Income-Leisure Trade-off; Derived demand for sports • Econometric findings on sports participation and sports related expenditure across economies

The Supply of Participant Sport (Public and Private Sectors)

• Structure of supply • The Public Sector: Irish and U.K. Policy and provision • The Economic Rationale for Public Policy Intervention and Provision of Sport in an Economy • The Public Financing of Sport • Market structures and private sector sport provision; • The Economics of Hosting of Mega Sporting Events; • Sport and the Economic significance of informal participation

The Economics of Amateurism in Sports

• Sports in the Not-For-Profits Sector • The Economic Foundation of Sports Club Systems (Club goods, provision of club goods, Hierarchical form, Economic Evaluation) • An Economic Analysis of Amateurism/Volunteering and College Sports

The Market for Professional Sports

• The Transition to Professionalism • Sports Competitions as Economic Contests (Contest/Tournament theory) • Foundations of the Analysis of Professional Team Sports (Demand, Supply, Market Equilibrium & Disequilibrium)

Competitive Balance and Cross Subsidisation

• Uncertainty of Outcome • Measuring Competitive Balance • Economic rationale and Methods of Cross Subsidisation in Leagues

The Labour Market in Professional Team Sports

• Perfect competition as a benchmark labour market • Historical evolution of the labour market in sport (US, the UK, Europe, Player agents, contract duration) • Theorizing the Players' Labour Market using Economic Models • Econometric findings from the US and Europe

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Academic Essay	4,5	50.00	Week 24
Project	Group project	1,2,3	50.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	6.00
Estimated Learner Hours	15 Weeks per Stage	11.87
Total Hours		250.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	15.00
Total Hours		18.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBSMC_B	Bachelor of Arts (Honours) in Sport Management and Coaching	4	Mandatory
CW_BBSOC_D	Bachelor of Arts in Sport Coaching and Business Management (Football)	4	Mandatory
CW_BBGAA_D	Bachelor of Arts in Sport Coaching and Business Management (GAA)	4	Mandatory
CW_BBRUG_D	Bachelor of Arts in Sport Coaching and Business Management (Rugby)	4	Mandatory
CW_BBSBC_D	Bachelor of Arts in Sport, Business and Coaching	4	Mandatory
CW_BBSBC_B	Bachelor or Arts (Honours) in Sport, Business and Coaching	4	Mandatory