



Universität Zürich

Institut für Strategie und Unternehmensökonomik
Lehrstuhl für Services- und Operationsmanagement

Doktorandenseminar Nr. 413

Sports Economics and Sports Management

Doktorandenseminar in Services- und Operationsmanagement

25./26. Oktober 2006

Zeit 9:30-12:00, 13:30-16:00

Ort Seminarraum WIG D 02, UG Winterthurerstrasse 92, 8006 Zürich,
(Tramhaltestelle „Letzistrasse“, Tram Nr. 9 oder 10)

Wir freuen uns das Seminar in Kooperation mit **Dr. Liam Lenten** (La Trobe University of Melbourne, Australien) durchführen zu können.

Anmeldung Bitte senden Sie als Anmeldung eine E-Mail mit folgendem Aufbau

Betreff: Anmeldung für das Seminar 413

Inhalt:

1) Name, Vorname

2) Titel

3) E-Mail

4) Matrikel-Nr.

5) Lehrstuhl/Institut

an das Sekretariat (sekretariat.dietl@isu.unizh.ch). Die Teilnehmerzahl ist beschränkt. Im Falle von Überschussnachfrage behalten wir uns eine Selektion der Teilnehmer vor.

Anmeldeschluss ist der 18.10.2006

Leistungsnachweis:

Regelmäßige Teilnahme an der Diskussion (Anwesenheitspflicht). Die genauen Bedingungen für den Erhalt eines Doktorandenscheins werden in der ersten Seminarsitzung bekannt gegeben.



Course Organisation:

This short course comprises a total of 10 hours of material over 2 days. Each day is composed of 2 sessions, each of 2.5 hours length. See course guide for exact times and main themes of the course. Although the loose aim is to cover one topic per session, a pragmatic approach will be taken in case some topics take longer to cover than others.

In the course guide, literature shown in **bold** is to be considered as **preliminary** reading, to be undertaken prior to the course, whereas supplementary literature is shown in normal typeface and is optional following the course or if you feel additional reading is required or of interest.

Readings from other references *may* also be given in addition to those specified from the below references.

Course Guide:

Wednesday, 25 October, 0930-1200			
1	Refresher Course on Microeconomic Principles in Sport		
		Leeds and von Allmen	Chapter 2: 13-36 Chapter 4: 117-120
		Fort	Chapter 2: 31-39
		Brook	792-796
Wednesday, 25 October, 1330-1600			
2	Review of Competitive Balance and Labour Markets in Professional Sports		
	<u>Literature:</u>	Leeds and von Allmen	Chapter 8: 255-279 Chapter 5: 152-174
		Lenten (2006b)	4-12



Thursday, 26 October, 0930-1200		
3	A Formal Model of Various Objective-Optimisation in Professional Sports	
<u>Literature:</u>	Li et. al.	Chapter 2: 29-37
	Fort and Quirk (1995)	1265-1292
	Booth (2003)	1-16
	Booth (2004a)	1-38
	Sandy et. al.	Chapter 2: 11-26
Thursday, 26 October, 1330-1600		
4	Empirical Evidence on Regulation on Competitive Balance and Attendances	
<u>Literature:</u>	Lenten (2006a)	1-49
	Booth (2004b)	325-344
	Booth (2005)	119-143
	Schmidt and Berri	145-167
	Forrest and Simmons	229-241
	Fort and Quirk (2004)	20-32
	Zimbalist	111-121

References:

- Booth, R. (2003). League-Revenue Sharing and Competitive Balance. Melbourne, Monash University Department of Economics Discussion Papers 03/03: 1-16.
- Booth, R. (2004a). Labour Market Intervention, Revenue Sharing and Competitive Balance in the Australian Football League, 1897-2002. Melbourne, Monash University Department of Economics Discussion Papers 06/04: 1-38.
- Booth, R. (2004b). “The Economics of Achieving Competitive Balance in the Australian Football League, 1897-2004”, *Economic Papers*, 23(4), 325-344.



- Booth, R. (2005). "Comparing Competitive Balance in Australian Sports Leagues, the AFL, NBL and NRL: Does the AFL's Team Salary Cap and National Draft Measure Up?" *Sport Management Review*, 8(2), 119-143.
- Brook, S. (2005) "What do Sports Teams Produce?" *Journal of Economic Issues*, 39(3), 792-796.
- Forrest, D. and Simmons, R. (2002), "Outcome Uncertainty and Attendance Demand in Sport: The Case of English Soccer", *Journal of the Royal Statistical Society - Series D Statistician*, 51 (2), 229-241.
- Fort, R. D. (2003) *Sports Economics*, Prentice-Hall, Upper Saddle River, New Jersey.
- Fort, R. D. and J. Quirk (1995). "Cross-Subsidisation, Incentives and Outcomes in Professional Team Sports Leagues" *Journal of Economic Literature*, 33: 1265-1299.
- Fort, R. D. and J. Quirk (2004). "Owner Objectives and Competitive Balance" *Journal of Sports Economics*, 5(1): 20-32.
- Leeds, M., and von Allmen, P. (2005) *The Economics of Sports*, 2nd Edn, Addison Wesley, Boston.
- Lenten, L. J. A. (2006a), Unobserved Components in Competitive Balance and Match Attendances in the Australian Football League, 1945-2005: Where Is All the Action Happening? mimeo, La Trobe University.
- Lenten, L. J. A. (2006b), Towards a New Dynamic Measure of Competitive Balance: A Study Applied to Australia's Two Major Professional 'Football' Leagues, mimeo, La Trobe University.
- Li, M., Hofacre, S. and Mahony, D. (2001) *Economics of Sport*, Fitness Information Technology, Morgantown.
- Sandy, R., Sloane, P. J. and Rosentraub, M. S. (2004), *The Economics of Sport: An International Perspective*, Palgrave MacMillan, Basingtoke.
- Schmidt, M. B. and Berri, D. J. (2001), "Competitive Balance and Attendance: The Case of Major League Baseball", *Journal of Sports Economics*, 2 (2), 145-167.
- Zimbalist, A. S. (2002), "Competitive Balance in Sports Leagues", *Journal of Sports Economics*, 3 (2), 111-121.