



Spring Term 2017 - MA Seminar MOEC0478 Syllabus Business Models in Sports

Professor:

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Assistants:

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1. Introduction

Professional sport is one of the most successful industries. During the last decades, industry earnings have grown at extremely high rates. The English Premier League, for example, has recently signed a £ 5.136 billion TV deal for three years, an increase of over 71 percent compared to the previous deal. In 1989, Jerry Jones bought the Dallas Cowboys for \$ 140 million. Their current market value is estimated by Forbes at \$ 4 billion. In 2015, Floyd Mayweather was the first athlete to earn \$ 300 million in one year. In this seminar, we want to learn why professional sport is such an economically successful industry by analyzing selected business models in sports. In order to understand the economic peculiarities of this industry, we will analyze a wide variety of business models at different levels, ranging from for-profit enterprises like WWE to non-profit organizations like the IOC, from leagues to clubs to athletes, from team sports like football to individual sports like tennis, from traditional sports like athletics to modern sports like gaming/eSports.

Students should analyze a business model of their choice in groups. The first step usually consists of a detailed description of the enterprise's main objective. This step is important because not all enterprises are for-profit organizations. Further steps may include demand, value creation and value appropriation, strengths and weaknesses, opportunities and threats, competition and competitive advantages, critical resources and competences, isolating mechanisms, operations and costs, etc.

2. Overview

1. **Introduction:** We meet on **November 30, 2016 at 2pm** (PLM-1-103/104, Plattenstrasse 14, 8032 Zürich) for the introduction to the seminar where you will form groups and select your topic of choice for the paper. Please register (including an optional abstract) via our website by November 29, 2016 the latest. Participation is limited; in case of too many applications, we will select participants.
2. **Paper:** Students will develop a paper in groups (preferred group size is 2-3, but may vary with the number of applications)
3. **Seminar:** The seminar takes place on **March 31, 2017 and April 1, 2017** (PLM 1-103/104, Plattenstrasse 14, 8032 Zürich). Students will present and discuss their papers.



3. Assessment

We will grade your papers (60%), presentations (20%) and participation (20%) in the seminar.

4. Paper / Presentation

Papers are due by: March 25, 2017

The paper should not exceed 5'000 words (excl. title page, references, appendix etc.)
Please send a PDF version of your paper to anil.oezdemir@business.uzh.ch (document title: lastname1_lastname2.pdf). Scientific writing guides are listed on our website (<http://www.business.uzh.ch/de/professorships/som/stu/thesis/ba/guidance.html>).

Presentations are due by: March 30, 2017

We will have 50 minute slots for each topic (incl. breaks)

30min presentation

10min discussion

10min break