

THE UNIVERSITY OF NORTH CAROLINA ASHEVILLE
FACULTY SENATE

Senate Document Number SD3023S
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Statement of Faculty Senate Action:

APC Document 20 (ECON): Add new course, ECON 308, Sports Economics

Effective Date: Fall 2023

1. Add: On page 126, new course, **ECON 308, Sports Economics:**

308 Sports Economics (4)

Application of foundational microeconomic theory to the sports industry of the United States. We explore the application of various subsets of microeconomic theory including Industrial Organization, Labor Economics, and Public Economics to the sports industry. The class is analytical and requires a strong foundation in fundamental algebra. Prerequisite: ECON 103 or permission of instructor. Odd years Spring.

Impact:

1. This course serves as an elective for the Economics major or minor and will also satisfy the LAC - Social Science requirement.
2. Information about the course:
 - a. This course perfectly aligns with our department's Student Learning Outcomes which are listed below, followed by the course's SLOs:
 - i. Find and describe information about basic economic ideas, institutions and phenomena
 - This course will introduce foundational concepts of microeconomic theory applied to the sports industry in the United States.
 - ii. Explain the use of basic economic ideas and tools, and identify applications of them
 - This course allows students to see and apply various methods of microeconomic thought to data analysis in relation to the U.S. sports industry.
 - iii. Analyze in depth a social, governmental, or organizational issue or idea, and alternative means of addressing it
 - This course enables students to address both internal and external organization structures per sport and its Industrial, Labor, and Public Economics applications.
 - iv. Discuss the breadth of the economics discipline, its boundaries and where its boundaries blur with those of related disciplines
 - This course introduces students to the possibility of a seemingly unrelated industry which is observable and open to analysis via the microeconomics lens. This course enables students to see the intersection of public and private business, labor, and policy spheres.
 - v. Relate basic economic ideas to their own lives. Students are also encouraged to develop their interests and abilities beyond the classroom through co-curricular activities and service.
 - This course encourages students to see connections between economics and everyday life, in the (sports) entertainment they and others consume, and therefore into other consumed economies. Student athletes will be able to analyze their own sport, or the performance of a teammate, in ways that will deepen their understanding of both sport and economics.

- vi. Collect and analyze real-world sports data
 - This course provides students with an opportunity to apply their knowledge by engaging with the vast amount of free publicly-available sports data. Analysis project(s) will be approached with a flexibility that can accommodate students who are seeking to apply their existing knowledge of econometrics or who are looking for an introduction on econometrics methods and how to interpret results.
 - b. Anticipated class size: 20 students/offering.
 - c. This course will schedule 200 minutes of class time per week.
 - d. This course's primary instructional format is Lecture.
 - e. This course will not require any specialized space, faculty resources, or materials needs.
 - f. This course is 4-contact-hours per week, and counts as any other 4-contact-hour course offered by the Economics department in terms of workload.
3. This proposed course will be taught by one faculty member, Dr. Jonathan Brown, who has expertise in applied microeconomic data analysis and experience teaching this course.
 4. We propose offering this course every other year initially: Odd years, Spring. If enrollments suggest an annual offering could be supported, we will consider that at a future time.
 5. The proposed course will not affect the ability of the department to deliver its existing curriculum since this class will substitute for an existing elective course that can be offered with less frequency. This course will enable an additional course option for students seeking their LAC designated course in Economics and thus may enhance the department's ability to meet its commitments to the LAC.
 6. We do not believe this course is required to be part of UNC CNS as it is an elective course that is not offered at every UNC campus.

Rationale: The Department of Economics is proposing this addition to the Course Catalog to meet student needs, and thus support recruitment and retention of students. In addition, it aligns our elective course offerings with current faculty expertise.

- This course has proven popular with students in the past, including during summer sessions when typical enrollments are not high.
- Until this year, our department hasn't had expertise in Sports Economics since the retirement of Dr. Sulock, who taught a version of the course as ECON 230, Sports and Economics. We now have a tenure-track faculty member, Dr. Jonathan Brown, who has expertise in Sports Economics and an interest in regularly teaching the course. Dr. Brown has taught a 300-level version of this course (374.xx) two times as a Special Topics, with enrollments of 11 in Summer 2021 and 14 in Spring 2023.
- The 300-level course serves as an excellent introductory course into applied data analysis, a strength of applied economists. Applied data analysis is increasingly in demand in professional spheres, and an area of increasing interest among students, so we believe this offering will support student success in career-visioning and job placement.
- The subject matter of the course will support greater student engagement and success by aligning course applications to an area of frequent interest among our students (sport).
- This course has the potential to be of interest to students in Management & Accountancy, Mathematics, Statistics, Computer Science, and others, therefore offering students interdisciplinary learning opportunities on campus.
- This course also has the potential to interest new- and transfer- students, current Economics students, as well as UNC Asheville's population of student athletes, many of whom elect to major in economics.