(1) GENERAL

SCHOOL	SCHOOL OF INFORMATION SCIENCES & TECHNOLOGY		
ACADEMIC UNIT	DEPARTMENT OF STATISTICS		
LEVEL OF STUDIES	POSTGRADUATE		
COURSE CODE		**TRIMESTER**	**2 OR 5**
COURSE TITLE	Applied Sport Economics		

INDEPENDENT TEACHING ACTIVITIES	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	5
	30	5

COURSE TYPE	Specialization Elective in SPORTS SCIENCE
PREREQUISITE COURSES:	
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	ENGLISH
COURSE DELIVERY METHOD	Distance
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBSITE (URL)	https://cloud.aueb.gr/index.php/s/g3K9BQqjQjxzxBj

(2) LEARNING OUTCOMES

Learning outcomes

- Understanding the fundamental principles and methodology of economic analysis in sports and the structures of the sports industry.
- Familiarity with the economic characteristics of professional leagues, teams, and athletes.
- Analysis of competition and pricing strategies within sports organizations.
- Understanding demand elasticity and the factors influencing fans’ consumer behavior.
- Introduction to collective bargaining of player contracts and salaries, and the labor market mechanisms in sports.
- Understanding revenue distribution mechanisms and financial equilibrium between teams and leagues.
- Assessment of the economic impact of sports facilities and events at local and national levels.
- Analysis of the rights and broadcasting market as a key revenue pillar of the sports industry.
- Development of applied decision-making skills based on economic data for all stakeholders in sports.

General Competences

- Analysis and synthesis of data and information, using the necessary data technologies.
- Decision-making.
- Working in an interdisciplinary environment.
- Adaptation to new situations.

(3) SYLLABUS

The aim of the course is to apply the principles and methodology of economic analysis to various aspects of sports, including professional leagues, teams, athletes, facilities, events, and fan consumer behavior. Key topics addressed include competition, understanding pricing strategies, demand elasticity and its influencing factors, collective bargaining of player contracts and salaries, revenue distribution mechanisms, assessment of the economic impact of facilities and events, and the rights and broadcasting market.

Overall, applied sports economics can provide valuable insights into the complex interactions between economic forces and competitive strategies within the sports industry, significantly contributing to the decision-making process for all stakeholders—from investors and team owners to league administrators, policymakers, and fans.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Distance
METHOD AND FREQUENCY OF COMMUNICATING WITH THE STUDENTS	Remotely via email and through weekly office hours (and whenever necessary) via teleconferencing or in-person office visits.
ENSURING COMMUNICATION AMONG STUDENTS	Teleconference, Chat via eclass and/ or TEAMS, and QA sessions
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	MS Teams, e-class, MS Outlook, R, Python, WayGround or Kahoot educational games and quizzes
REQUIRED EQUIPMENT AND TECHNOLOGY KNOWLEDGE	Camera, mic, PC, MS Office, and TEAMS
COURSE POLICY ON PLAGIARISM AND PLAGIARISM DETECTION TOOLS	Turnitin
COURSE POLICY ON USE OF AI TOOLS	The use of Artificial Intelligence is permitted with explicit reference to the bibliography (2) for the verbal correction of assignments and as long as students have understood the basic principles and methods of the course.
TEACHING METHODS	
STUDENT PERFORMANCE EVALUATION	Evaluation language is English. Evaluation methods include lab exercises, written assignments, and/or written examinations. Oral examinations of the assignments may be conducted if clarifications are needed or if there are suspicions of plagiarism or unauthorized use of Artificial Intelligence tools. Assessment criteria are provided on the course eClass platform and in the course materials.

TEACHING METHODS

Activity	***Semester workload***
Lectures	30
Assignment writing	40
Lab Exercise	20
Self-Study hours	40
Course total	130

(5) RECOMMENDED BIBLIOGRAPHY

- Késenne, S. (2014). The economic theory of professional team sports: An analytical treatment. Edward Elgar Publishing.
- Leeds, M. A., Von Allmen, P., & Matheson, V. A. (2022). The economics of sports. Routledge