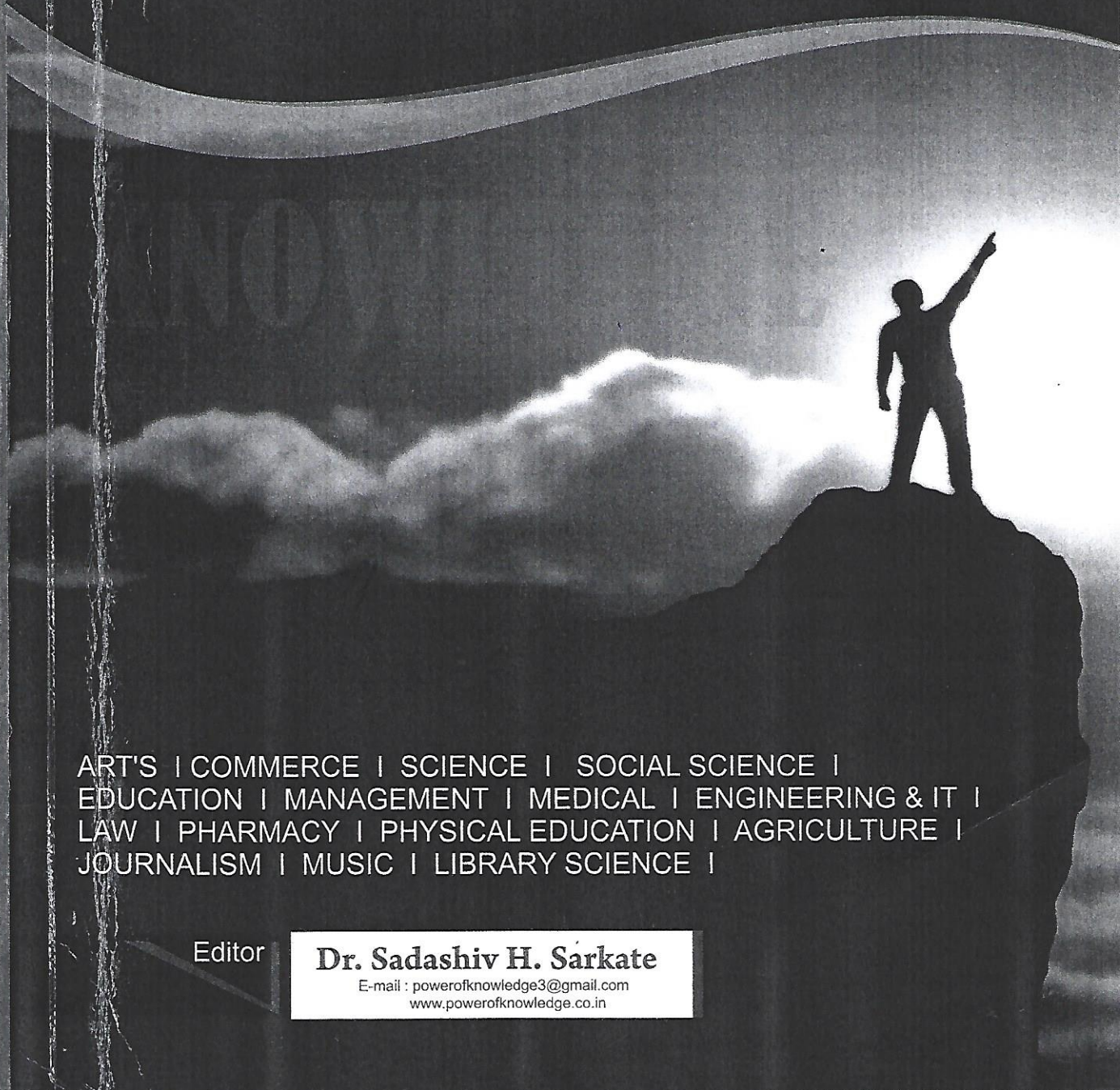




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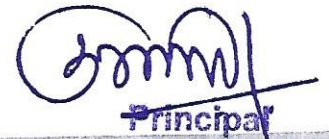
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## MISSION OF SPORTS ECONOMICS IN THE SPORT ADMINISTRATION CURRICULUM

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### Abstract

Sports economics has emerged as a clearly defined in the past few years and sports economists have recently begun holding positions in sport management programs. This paper explores the sports economics and sport management nexus. A survey of sport management programs and their curricula reveals that sports economics is not widely required by sport management programs, despite the inclusion of economics in sport in widely accepted sport management curricular guidelines. Sport management programs have recently experienced trouble filling vacant positions taken together. These factors suggest that the trend of sports economists working in sport management programs may increase in the future.

Keywords: Sports, Sports Economics, Curriculum, Sports Management

### 1) INTRODUCTION

Sports economics is a new and rapidly developing field in economics. Since the founding of the Journal of Sports Economics in 2000, sports economics has developed from an unconnected set of research questions pursued by economists working in labour economics, urban economics, industrial organization, and other areas to a clearly identifiable field of study in the discipline of economics. The next five years saw the publication of three sports economics textbooks and a corresponding growth in sports economic courses offered by economics departments and other academic units. Beginning in early 2006 the International Journal of Sport Finance will begin publication, representing a second field journal in the area. The last two job markets have featured advertisements for sports economists in Job Openings for Economists and the number of such advertisements appear to be increasing. Some observers have noted a similarity between the current state of sports economics and the state of health economics in 1982, when the Journal of Health Economics began publication. Over the last five years, another clear trend has emerged.

Sports economists have begun to migrate from positions in economics departments to sport management programs in increasing numbers. Sport management programs appear to be a natural academic home for sports economists. Economists bring a discipline based line of research to sport management programs. Central issues in sports economics like the termination of wages in sports labour markets, the effect of regulations like Title IX on intercollegiate athletic departments, and labour relations issues in unionized industries, and others, are important to sport management researchers and practitioners. Articles written by economists regularly appear in sport management journals like the Journal of Sport Management, Sport Marketing Quarterly, and the Journal of Sport and Social Issues, among others. In this paper, implications of the growing presence of sports economists in sport management programs, the extent to which sports economics has been integrated into the sport management curriculum, and what this might mean for the future of both fields. One important factor that I believe will play an important role in shaping the future relationship between sports economics and sport management.



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## 2) SPORT MANAGEMENT PROGRAMS

Using the most recent listing of programs listed on the North American Society for Sport Management (NASSM) web site, a recent survey of programs by the National Recreation and Parks Association that also identified some sport management programs located in parks and recreation departments, and standard internet search engines, identified 151 undergraduate programs, 98 masters degree programs, and 16 doctoral programs in sport management at various colleges and universities. The majority of these programs were called sport management programs but a few were called sport administration, "sport studies," sport and leisure," or similar variations. Stier (2001) identified 137 undergraduate programs and 99 masters programs in 2000, so while the rapid growth in undergraduate sport management programs has continued over the past five years the growth in masters programs appears to have levelled. The NASSM web site includes 90 sport management masters' degree programs, but the IPEDS data shows only 43 colleges and universities granting sport management masters degrees in 2002.

Either the average sport management masters degree program is so small that it does not graduate a student every year, or some of these masters degrees actually carry a designation other than sport management. For example, masters degrees in sport management awarded by my department carry the designation "recreation, sport and tourism" not sport management. The NASSM list of departments also contains thirteen programs that award doctorate degrees in sport management, but I have not included these programs in this survey. Those interested in the current state of doctoral education in sport management should see the paper by Mahoney et al (2004). After identifying the programs currently offering sport management degrees, collected detailed data on these programs and their curricula, based on information available on each department's web page. These data include the department and school where the program is located and selected information about course offerings.

## 3) THE SPORT MANAGEMENT CURRICULUM

Possibly because of the interdisciplinary nature of sport management programs, and the wide variety of departments and colleges that are home to these programs, a great deal of attention has been paid to the development of a benchmark curriculum for sport management programs at both the undergraduate and master's levels. Just 20 years after the establishment of the first sport management program, the National Association of Sport and Physical Education (NASPE) created a task force to develop curricular guidelines for sport management programs. These guidelines were used by many nascent sport management programs in the 1980s to guide their development and strange. By the early 1990s the NASPE task force had been joined by the North American Society for Sport Management (NASSM), and the curricular guidelines became part of a formal accreditation process for sport management programs overseen by the Sport Management Program Review Council (SMPRC). Stier and Schneider (2000) recently reviewed the state of sport management undergraduate curricular guidelines. According to Stier and Schneider (2000), the SMPRC undergraduate curricular guidelines currently identify eleven **content areas** :

1. Socio-Cultural Dimensions in Sport
2. Management and Leadership in Sport
3. Ethics in Sport Management
4. Marketing in Sport
5. Communications in Sport

  
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6. Budget and Finance in Sport
7. Legal Aspects of Sport
8. Economics in Sport
9. Venue and Event Management in Sport
10. Governance in Sport
11. Field Experience in Sport Management

Reminder that, economics appears as a separate content area. Unlike communication and some other content areas, a number of these eleven content areas contain a significant amount of economics. For example, antitrust law and industrial organization constitute a significant portion of the legal aspects of sport, economic models of the behaviour of for-profit and non profit organizations and organization theory play an important role in governance in sport, performance in sport has a significant amount of overlap with economics.

#### 4) RELATIONSHIP BETWEEN SPORTS FINANCE AND SPORTS ECONOMICS

The presence of a significant number of "hybrid" sports economics/sports finance courses. The two leading sports economics texts are Fort (2004) and Leeds and von Allmen (2005). Relatively small size of the average sport management program, these programs lack faculty members who are qualified, or interested, in teaching a sports economics course. However, it is unclear why this would not also apply to sports finance, and sports finance courses clearly play a larger role in the sport management curriculum than does sports economics. It appears that sports economics currently plays a very limited role in the sport management curriculum. One explanation for this may be a lack of sports economics courses offered in economics departments around the country. Another explanation is that, given the relatively small size of the average sport management program, these programs lack faculty members who are qualified, or interested, in teaching a sports economics course. However, it is uncertain why this would not also apply to sports finance, and sports finance courses that clearly play a larger role in the sport management curriculum than does in sports economics.

#### 5) CONCLUSION

The research skills required to do sports economics research (applied microeconomics and econometrics) are relatively common in the discipline, so additional growth in the number of active researchers in sports economics is possible. Thus there will probably not be a shortage of sports economists in the future. Sport management programs have had trouble attracting qualified faculty. Recent surveys suggest that experts in the field predict that sport management research will move in a direction that favours economic-based research into sports. Sports economics is a growing field. The founding of the Journal of Sports Economics and the continued growth of sports economics sessions at conferences has induced many economists to develop sports-related research agendas. Also, an increase in the number of sports economists working in sport management programs will help move sport management in the directions identified by Danylchuk and Boucher (2003) and Costa (2005). Research in sports economics is informed by economic theory, meeting Costa's (2005) goal of adopting more theory from parent disciplines, and also brings rigor to sport management research. Economics can also be considered part of the core business courses," and many economics departments are located in business schools. Including more sports economists on the faculty of sport management programs will move sport management closer to achieving both of these goals.

  
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