

BUS MHR 4627: Leveraging athletics for business and personal success

Spring—2017

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 (work through
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GENERAL COURSE INFORMATION

Course Description

BUSMHR 4627 is an elective course intended to create a classroom experience and provide readings and assignments that allow each student to understand the complexities that confront professional athletes. Most people are intrigued by the glamour surrounding professional sports, there are incalculable examples of former stars who became directionless and penniless after their playing careers ended. In the context of the complexity of professional sports, we explore how this can occur to both understand and offer activities and behaviors that lead to life success.

The objectives of this course are to:

1. To understand and appreciate the life of a professional athlete;
2. To comprehend the skills—outside of athletics—that would lead to success during a professional athletic career;
3. To understand the web of factors that come surround and are part of all professional sports, including media, the league, endorsements, financial incentives;
4. To develop skills and strategies needed to attain career goals;
5. To recognize the intangible value of ethics and integrity

Course Information on CARMEN

URL: <http://www.carmen.osu.edu>

BUS-MHR 4627 uses Carmen-Canvas to post documents, make announcements, and post grades. For information on accessing Carmen, see “Class Information: Using Carmen” below. A class discussion board will be available.

Username and password: You will use the same username and password to log in to Carmen as you use to check your OSU e-mail, register online for classes, and enable Internet access in OIT student computer labs. The username utilized is known as your **OSU Internet username**, which takes the form of “lastname.#” (for example, “brutus.2002”).

GENERAL EXPECTATIONS

1. You are expected to attend *all* classes
2. Your performance will be judged in each class. Attendance and participation at each class will contribute to your final grade.
3. All work must be completed on time. **All assignments are required to be completed.**
 4. A final exam will cover the material that is discussed in lecture and material in the assigned readings. You will have to be in lecture for the material covered in lecture. The take-home exam is an INDIVIDUAL assignment and so there can be no collaboration with others. **There will be no curve for the final.**
5. This is a management course where each of us has responsibility to a high standard of personal, professional and academic conduct. We will hold every student accountable to an equally high standard of personal, professional, and academic conduct.

REQUIRED MATERIALS

These will be rolled out over the course of the term.

DISABILITY SERVICES

(http://ods.osu.edu/faculty_syllabus.asp)

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

ACADEMIC MISCONDUCT

(<http://oaa.osu.edu/coam/faq.html#academicmisconductstatement>)

This policy will be strictly followed both in and out of class.

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so students should review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If a professor suspects that a student has committed academic misconduct in this course, he or she is obligated by University Rules to report suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

GRADING

Participation	33%
Group Project:	33%
Exam:	34%

GROUP PROJECT

To be described

COURSE SCHEDULE

1. JAN 9, 2016. Overview and Introduction

Understanding the big picture: The Business of Professional Sports
 In class: ESPN's 30 x 30: **Broke**

Schrotenboer, B. (2016). Clues in Rashaan Salaam death point to heavy burden. USA Today. <http://www.usatoday.com/story/sports/ncaaf/2016/12/23/rashaan-salaam-colorado-football-1994-heisman-trophy-winner-death/95739900/>

Pennignton, B. (2016). The Long, Lonely Fall of a Heisman Trophy Winner. New York Times. http://www.nytimes.com/2016/12/21/sports/rashaan-salaam-death-heisman-trophy-cte.html?_r=0

Background Reading: Study of Retired NFL Players: Institute for Social Research—Univ of Michigan.
<http://ns.umich.edu/Releases/2009/Sep09/FinalReport.pdf>

2. JAN. 16—Martin Luther King Day—NO CLASS

3. JAN. 23. Setting the stage: Understanding the life of the professional athlete. Introducing the actors and how they fit together

- a. Theme: Everyone wants to obtain value from the players
 - i. Players
 - ii. Agents
 - iii. Owners
 - iv. General managers
- b. Average careers across professional sports

Readings: King (1989). Views of sport: Do agents help or hurt?; Dependency leads to abuse. New York Times, March 5, 1989.
<http://www.nytimes.com/1989/03/05/sports/views-of-sport-do-agents-help-or-hurt-dependency-leads-to-abuse.html?pagewanted=print>

Readings: Konnikova, M. (2015). Born to be conned. New York Times, December 5, 2015. <http://nyti.ms/1XJTJh>

4. JAN. 30. Personal finances: How can players build “nest eggs”. Guest: Greg Eastman
- a. NFL versus NBA contracts: How are they similar/do these differ? Why is this the case?
 - b. Guarantees—actual income versus fake income
 - c. Escalator clauses
 - d. Incentives/bonuses
 - e. Cash flow
 - i. Short term
 - ii. Long term
 - iii. Dead periods
 - f. Spending habits—fast pace
 - i. How to build nest eggs
 - ii. What happens when spend continues without income: Bankruptcy—
 - g. Case study: Country Crossing

Carlson, K. Kim, J., Lusardi, A, Camerer, C. (2015). Bankruptcy rates among NFL players with sort-lived income spikes, NBER Working Paper 21085. <http://www.nber.org/papers/w21085>

Torre, P. (2009). How (and Why) Athletes Go Broke Recession or no recession, many NFL, NBA and Major League Baseball players have a penchant for losing most or all of their money. It doesn't matter how much they make. And the ways they blow it are strikingly similar. Sports Illustrated, March 23, 2009. <http://www.si.com/vault/2009/03/23/105789480/how-and-why-athletes-go-broke>

5. FEB 6: The owner’s perspective & Endorsement deals . Guest: Fred Whitfield

Background Reading: Dohrmann, G. (2016). Hooked for Life: Inside the NFL’s relentless, existential, Big-Tobacco style pursuit of your children. The

Huffington Post Highline. <http://highline.huffingtonpost.com/articles/en/nfl-football-moms-kids/>

6. FEB 13. The league's perspective & how the league interacts with the PA.
Guest: Troy Vincent

Carlson, K., Kim, J. Lusardi, A., and Camerer, C.F., (2015). Bankruptcy rates among NFL players with short-lived income spikes. *American Economic Review: Papers and Proceedings*. 105(5), 381-384.

Frydman, C. & Camerer, C.F. (2016). The psychology and neuroscience of financial decision making. *Cell Press: Trends in Cognitive Sciences*. 661-675.

7. FEB 20: Traps/distractions outside of sports and life skills training to deal with these. Guest: Zac Minor

Traps/distractions outside of sports—"Butter"—

- i. Women/Men
- ii. Bling
- iii. Cars
- iv. Family
- v. Entourage
- vi. Child support
- vii. Extra support
- viii. Assets depreciating

Readings: Nixon, H. (1992). A social networking analysis of influences on athletes to play with pain and injury. *Journal of Sport and Social Issues*, 127-135.
<http://jss.sagepub.com/content/16/2/127.full.pdf+html>

Sherman, R. & Thompson, R.A. (2001) Athletes and disordered eating: Four major issues for the professional psychologist. *Professional Psychology: Research and Practice*. 32 (1), pp 27-33

Scott-Reid, J. (2015). 'Expatriate Hockey Wives': Far-flung but linked by shared experiences. *The Wall Street Journal*, December 17, 2015.
<http://blogs.wsj.com/expat/2015/12/17/expat-hockey-wives-far-flung-but-linked-by-shared-experiences/>

Karp, H. (2008). Entourage economics. *The Wall Street Journal*

Entourage: <https://www.youtube.com/watch?v=7jqIgpAB0Yg>

- Merida, K. & Harris, H. 2000. The leaders and their packs: A Pro athlete's entourage of hangers-on offers adulation and headaches, Washington Post, Feb 21, 2000, Page C01. <http://www.washingtonpost.com/wp-srv/WPcap/2000-02/21/029r-022100-idx.html>
- Powell, M. (2015). Floyd Mayweather Jr., a Champion in the Ring, Is Something Very Different Out of It. New York Times. May 1, 2015. <https://nyti.ms/1GE03Ug>
8. FEB. 27: The Union's perspective. Guest: Willis Whalen--NFLPA
- Readings: Dryer, R. T. (2008), Beyond the box score: A look at collective bargaining agreements in professional sports and their effect on competition—Comment, Journal of Dispute Resolution, p. 267-292. <http://heinonline.org/HOL/Page?handle=hein.journals/jdisres2008&div=14&gsen=t=1&collection=journals>
9. MAR 6: Labor markets and the impact upon professional sports/ Unions versus associations.. Guest: Professor Ben Campbell
10. MAR. 13—NO CLASS—Spring Break
11. March 20: Obstacles to accomplishing ones' goals & becoming a Leader. Guests: Maverick Carter & Jamal Henderson
- Green, M. A. (2016). Meet Maverick Carter, the Man Behind LeBron's Billion-Dollar Nike Deal. GC Style. <http://www.gq.com/story/lebron-james-nike-deal-bilion-maverick-carter>
12. MAR. 27—Negotiations in sports. Guest: Jeff Diamond
- Reading: Dale, A., (2014). The challenges of advising pro athletes, The Wall Street Journal, April 14, 2014. <http://www.wsj.com/articles/SB10001424052702304117904579501340429887148>
13. APR. 3. Developing your brand

- Reading: Stephan, Y., Bilard, J., Ninot, G., & Delignieres, D. (In press) Repercussions of Transition Out of Elite Support on Subjective Well-Being: A One Year Study. *Journal of Sport Psychology*.
- Peters, T. (1997). The brand called you. *Fast Company*, August 31, 1997.
<http://www.fastcompany.com/28905/brand-called-you>
- Reading: Webb, W.M., Nasco, S.A., Riley, S. & Neadrick, B. Athletic Identity and Reactions to Retirement from Sports. *Journal of Sport Behavior*, 21, 3, pp. 338-362.
- Sherman, A. (2017). Steve Young is an Athlete Who's Actually Good at Finance. *Bloomberg Businessweek*. Feb. 9, 2017.
<https://www.bloomberg.com/news/features/2017-02-09/steve-young-is-an-athlete-who-s-actually-good-at-finance>
- Arnovit, K. (2015). The battle within Larry Sanders. *ESPN.com*.
http://espn.go.com/nba/story/_/id/12354422/larry-sanders-battle-anxiety-depression
- Krumer, A., Shavit, T, Rosenboim, M. (2011) Why do professional athletes have different time preferences than non-athletes., *Judgment and Decision-Making*, 6, 542-551. <http://journal.sjdm.org/11/11315/jdm11315.html>
- Garcia, S., Tor, A, Schiff, T. (2013). The psychology of competition: A social comparison perspective. *Perspectives on Psychological Science*, 20, 1-17.
http://scholarship.law.nd.edu/law_faculty_scholarship/941
14. APR. 10: Transitioning out of sports: Developing your personal brand.
 Guest:
 How to leverage each of these:
- a. Agents
 - b. Financial advisors
 - c. Lawyers
 - d. General managers
 - e. Owners
 - f. Media
 - g. Marketing/endorsements
15. APR 17: Team Presentations
16. APR 24 (9 pm)—TAKE--HOME EXAM DUE

