

ECON 327/H

Sports Entrepreneurship

9:30-10:45am TTH

Location: Gardner 307

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TA: [Calvin Ryan](#)

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COURSE OBJECTIVE Turn an idea into a sports enterprise

The newly-emerging field presents many opportunities. General sports are dominated by oligarchs -NFL, NBA, MLB, NCAA, NHL, MLS - where the cost of entry is hundreds of millions of dollars.

In this course, we will explore traditional sport revenue drivers including ticketing, sponsorships and merch. We also dive into Sports Verticals with high growth and lower barriers to entry. These include eSports, analytics, fantasy/betting, youth sports, fitness and health technology and enhanced fan experience. Students will be organized into teams and deep dive into these areas and present findings and a written report and summary presentation. Afterwards, we will develop a sports startup with a presentation & website. Before we turn an idea into a sports enterprise, we need to do several things:



Sports Vertical Knowledge

Weeks 1-7

Learning Objective Develop expertise in a sports vertical

Deliverable Content Team Presentation & Report (45% grade)

10/18/21



Design Sprint

Weeks 8-14

Learning Objective Execute design sprint in sports vertical

Deliverable Design Sprint Presentation & Website (45% grade)

11/22/21



Active Participation

Semester

Learning Objective Self-advocate and be team player

Deliverable Attendance, Involvement, LinkedInLearning, League Blog (10% grade)

The course is designed to help students turn an idea into an enterprise. Students develop high resolution ideation and marketing skills. We develop expertise in high growth Sports Verticals using strategy principles and applying them to new technology trends. We develop a street smart version

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of finance through cash flow forecasting and core fund raising techniques. By the end of class, students will be able to discover, ideate, validate and accelerate sports ventures.

Grading will largely be determined by student effort. The class is taught mostly in a flipped classroom, group experiential learning environment. Class participation and being a solid group contributor are essential for grading success. The class will use tutorials, examples and templates extensively. Low stakes quizzes will be used as a recall tool. The primary communication tool is Slack.

How to get an A

1. Attend every class or notify professor or TA in advance of acceptable absence
2. Double check grading rubric to ensure that you have included the correct material
3. Put considerable effort into each of the projects to create high quality work
4. Submit projects in advance of deadline
5. Be a big contributor in the group projects
6. Actively participate in class and on blog posts

Sports Vertical Rubric	45
What is vertical as explained to a 12 year old?	2
What are the growth trends & rates?	2
User Profile/Journey	1
History inc 5 Forces/PPC Map	2
Key Players	2
Features Comparison	1
3 Expert Interviews	2
10 Potential Client Interviews	2
What are the key constraints & issues?	3
Opportunities: What will happen during next 3-5 years?	3
Presentation	5
Video Presentation (<6 min)	5
Peer Review	5
League Blog Posts	10

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Design Sprint Presentation	45
User Profile, Journey, Ecosystem, Features Comparison	12
Online User Survey - General Attitudes	3
Expert/Stakeholder Survey - Pain Points	3
Follow up Survey inc Prototype	3
Video	5
Audio	3
Website/Wireframes	5
Marketing Collateral + SM Ad + Adwords	5
Presentation Effort	6

ECON325H Minor League Social Media Rubric

Overview	1
What leagues were covered?	1
What are team best practices: Insta, video, website, Twitter?	1
What are player best practices: Insta, video, Twitter?	1
Team Features Comparison	1
Best Practice Case Study	1
What are the key constraints & issues?	1
Opportunities: Design Checklist, example of best practice	1
Presentation	2

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Class Topics

Class	Date	Day	Section	Topic
1	8/16	TH	Intro	Case Study
2	8/18	TH	Vertical Knowledge	Analytics
3	8/23	T	Vertical Knowledge	Sports Betting
4	8/25	TH	Vertical Knowledge	eSports
5	8/30	T	Vertical Knowledge	Youth Sports
6	9/1	TH	Vertical Knowledge	Fitness
	9/6	T	Well-being Day	
7	9/8	TH	Guest Speaker	Fan Enhancement
8	9/13	T	Vertical Knowledge	Wrap Up
9	9/15	TH	Vertical Report	Organize Groups
10	9/20	T	Vertical Report	Research
11	9/22	TH	Vertical Report	Research
12	9/27	T	Vertical Report	Project Work
13	9/29	TH	Vertical Report	Project Work
14	10/4	T	Vertical Report	Project Work
15	10/6	TH	Vertical Report	Project Work
16	10/11	T	Vertical Report	Project Work
16	10/13	TH	Vertical Report	Project Work
17	10/18	T	Vertical Report	Project Work
18	10/20	TH	Vertical Report	Project Work
	10/25	T	Fall Break	
19	10/27	TH	Design Sprint	Organize Groups
20	11/1	T	Design Sprint	Research
21	11/3	TH	Design Sprint	Research
22	11/8	T	Design Sprint	Project Work
23	11/10	TH	Design Sprint	Project Work
24	11/15	T	Design Sprint	Project Work

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25	11/17	TH	Design Sprint	Project Work
26	11/22	T	Design Sprint	Project Work
	11/24	TH	Thanksgiving	
27	11/29	T	Interviews	

Workshop 1: 8/16

Objective Introduce course & start market research

Learning Activities

1. Introduction
2. Sign up to [Fall 2022 Roster](#)
3. Sign up to [Fall 2022 Slack](#)
4. Sports Entrepreneurship Introduction
5. Accelerator School Case Study
6. USL to Wilmington Case Study

Homework

1. Read Sports Entrepreneurship Book: Intro & Analytics. Find three relevant articles
2. Listen to Overtime podcast
<https://podcasts.apple.com/us/podcast/the-joe-pomp-show/id1593114026?i=1000575865440>

Workshop 2: 8/18

Objective: Introduce Analytics Segment

Learning Activities

1. Discuss Sports Analytics with relevant articles

Homework

1. Read Sports Entrepreneurship Book: Sports Betting & Discovery chapters. Find three relevant articles to discuss in class
2. Listen to How these nerds conquered the NBA
<https://podcasts.apple.com/us/podcast/whats-your-problem/id1602541473?i=1000575730733>

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Workshop 3: 8/23

Objective: Introduce Sports Betting Segment

Learning Activities

1. Introduce USL League
2. Discuss Sports Betting with relevant articles

Homework

1. Read eSports & Ideate Chapters. Find three relevant articles to discuss in class
2. Complete USL League LinkedIn blog post - Write 100 words including summary, key takeaways and more areas to explore
- 3.

Workshop 4: 8/25

Objective: Introduce eSports & Ideate Segment

Learning Activities

1. Introduce USL Ticketing
2. Discuss eSports & Identify chapters with relevant articles

Homework

1. Read Youth Sports & Validate Chapters. Find three relevant articles to discuss in class

Workshop 5: 8/30

Objective: Introduce Youth Sports & Validate Segment

Learning Activities

1. Discuss Youth Sports & Validate chapters with relevant articles

Homework

1. Read Fitness & Fan Engagement Chapters. Find three relevant articles to discuss in class
2. Complete USL League LinkedIn blog post - Write 100 words including summary, key takeaways and more areas to explore

Workshop 6: 9/1

Objective: Introduce Fitness & Accelerate

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Learning Activities

1. Discuss Fitness & Accelerate chapters with sports metaverse articles

Homework

1. Read Fan Engagement & Final Thoughts Chapters. Find three relevant sports metaverse articles to discuss in class
- 2.

WELL BEING DAY 9/6

Workshop 7: 9/8

Objective: Introduce Fan Engagement Segment & Final Thoughts Segment

Learning Activities

1. Discuss Fan Engagement chapters with relevant articles
2. Guest speaker
3. Preliminary Market Research Topics

Homework

1. Look at class roster to prepare to create a group of 4 to do market research report
2. Complete Guest Speaker LinkedIn blog post - Write 100 words including summary, key takeaways and more areas to explore

Workshop 8: 9/13

Objective Develop segment expertise & organize as groups

Learning Activities

1. Discuss USL Sponsorship practices
2. Organize as segment groups
3. Develop market research program

Homework

1. Develop template for Sports segment presentation
2. Start research on segment
3. Refresh on [market research tutorial](#)

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4. Complete USL League LinkedIn blog post - Write 100 words including summary, key takeaways and more areas to explore

Workshop 9: 9/15

Objective Develop market research

Learning Activities

1. Develop market research program

Homework

1. Develop template for Sports segment presentation
2. Research on segment
3. Refresh on [market research tutorial](#)
4. Complete LIL certification [Latest Digital Trends](#)
5. Complete LIL certification [Learning Data Analytics\(1:39\)](#)

Workshop 10: 9/20

Objective Develop Project

Learning Activities

1. USL Digital/Social practices
2. Share findings
3. Update chapter & presentation

Homework

1. Complete Section
2. Interview Experts & Users
3. Complete USL League LinkedIn blog post - Write 100 words including summary, key takeaways and more areas to explore

Workshop 11: 9/22

Objective Develop Project

Learning Activities

1. Share findings

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2. Update chapter & presentation

Homework

1. Complete Section
2. Interview Experts & Users
3. Complete LIL certification [Learning Data Analytics\(1:39\)](#)

Workshop 12: 9/27

Objective Develop Project

Learning Activities

1. Share findings
2. Update chapter & presentation

Homework

1. Complete Section
2. Interview Experts & Users

Workshop 13: 9/29

Objective Develop Project

Learning Activities

1. Share findings
2. Update chapter & presentation

Homework

1. Complete Section
2. Interview Experts & Users

Workshop 14: 10/4

Objective Develop Project

Learning Activities

1. Share findings
2. Update chapter & presentation

Homework

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1. Complete Section
2. Interview Experts & Users

Workshop 15: 10/6

Objective Develop Project

Learning Activities

4. Share findings
5. Update chapter & presentation

Homework

1. Complete Section
2. Interview Experts & Users

Workshop 16: 10/11

Objective Develop Project

Learning Activities

1. Share findings
2. Update chapter & presentation

Homework

1. Complete Section
2. Interview Experts & Users

Workshop 17: 10/13

Objective Finalize Project

Learning Activities

1. Share findings
2. Complete final chapter & presentation

Homework:

1. Watch [Design Thinking](#) and [Define](#) videos

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Workshop 18: 10/18

Objective Refresh on Ideation (design thinking) process

Learning Activities

1. Recap on Vertical Projects
2. Introduction to Design Thinking
3. Review How Might We statements and Empathy Maps
4. Organize in Groups same as vertical

Homework

1. Interview potential users and map out HMW and Empathy Maps

**SUBMIT MARKET RESEARCH CHAPTER & PRESENTATION BY 6PM
TUES 10/18**

[Submission File](#)

Workshop 19: 10/20

Objective Start Design Sprint

Learning activities

Complete the following:

1. User Profile
2. User Journey
3. Ecosystem Map
4. Best practices Comparison
5. User Questions - General Attitude
6. Stakeholder Questions - General Attitude
7. Research Sports Accelerators

Fall Break 10/25

Workshop 20: 10/27

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Objective Develop Design Sprint

Learning activities

1. Share project work
2. Review interviews
3. Complete Interviews
4. Update presentation

Homework:

1. Send out surveys and contact experts
2. Develop Features Comparison chart
3. Create first draft of presentation (See checklist below)
4. Review other sports vertical presentations and make comments
5. If needed, Schedule a meeting with Nancy Lovas to get help on research:
<https://calendar.lib.unc.edu/appointments/business> or nancy64@email.unc.edu

Workshop 21: 11/1

Objective Develop Design Sprint

Learning activities

1. Share project work
2. Review interviews
3. Complete Interviews
4. Update presentation

Homework:

1. Update surveys
2. Interview users & experts

Workshop 22: 11/3

Objective Develop Design Sprint

Learning activities

1. Review interviews
2. Develop prototype
3. Update presentation

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Homework:

1. Update surveys
2. Interview users & experts

Workshop 23: 11/8

Objective Develop Design Sprint

Learning activities

1. Review interviews
2. Update prototype
3. Start marketing collateral
4. Update presentation

Homework:

3. Update surveys
4. Interview users & experts

Workshop 24: 11/10

Objective Develop Design Sprint

Learning activities

1. Update prototype
2. Start marketing collateral
3. Update presentation
4. Record/edit video
5. Create cash flow forecast

Homework:

1. Update surveys
2. Interview users & experts

Workshop 25: 11/15

Objective Create video & audio in Design Sprint and finalize prototype

Learning activities

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1. Update prototype
2. Start marketing collateral
3. Update presentation
4. Record/edit video

Homework:

1. Update surveys
2. Create 2 minutes video summary
3. Develop 3-4 minutes Discussion Audio Summary

2 minutes: Video Template

- What is the problem you want to solve?
- What is the solution? Key Benefit?

3-4 minutes: Discussion Audio Template

- Why did you choose the problem?
- What was the process?
- What are the conclusions?
- What are the biggest surprises?
- What would you have done differently?

Workshop 26: 11/17

Objective Finalize Design Sprint

Learning activities

1. Update prototype
2. Start marketing collateral
3. Update presentation
4. Record/edit video

Homework:

1. Update surveys
2. Finish video, audio & presentation

Workshop 27: 11/22

Objective Finish Design Sprint

Learning activities

1. Group work on presentation

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2.

SUBMIT WEBSITE & PRESENTATION BY 6PM TUES 10/22

[Submission File](#)

Thanksgiving 11/24 Thanksgiving

Workshop 28: 11/29

Objective Interviews

Learning Activities

1. Conduct interviews

Homework

1. Prepare for exams

Community Standards

The University has developed a set of community standards and policies for students, faculty, staff, and visitors for the in-person educational experience. Please see the following link for details:

<https://carolinatogether.unc.edu/community-standards-3-2/>.

The University has also developed a statement on Community Standards and Mask Use, which can be added to your syllabus:

This fall semester, while we are in the midst of a global pandemic, all enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community – your classmates and me – as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the [Office of Student Conduct](#). At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see [Carolina Together](#).

Title IX Resources

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Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Please contact the Director of Title IX Compliance (Adrienne Allison – Adrienne.allison@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Accessibility Resources & Service

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in difficulties with accessing learning opportunities. All accommodations are coordinated through the Accessibility Resources and Service Office. See the ARS Website for contact information: ars.unc.edu. Relevant policy documents as they relate to registration and accommodations determinations and the student registration form are available on the ARS website under the About ARS tab.

Honor Code

We would like to emphasize some key points that reflect our personal teaching philosophy as well as the policy, culture, and expectations:

- *Integrity is the foundation of your learning experience.* Holding yourself accountable to the highest standard of ethical conduct is vital not only for your success in this course but is also essential to your ongoing development as a business professional.
- *The Honor Code is in full effect at all times and applies to every aspect of this course.* You should familiarize yourself with the processes and provisions of the Honor Code (<http://studentconduct.unc.edu/sites/studentconduct.unc.edu/files/documents/Instrument.pdf>). If you have any questions or concerns, it is your responsibility to ask the instructor about it. When in doubt, you should ask the instructor promptly and directly to help you resolve any potential issues related to the Honor Code.
- *Your behavior and work in this class constitute a direct reflection of your institution,* and you represent your institution in virtually all aspects of this course. In this class, you will be meeting a number of prominent global entrepreneurs. By maintaining the highest professional standards and remaining engaged in the course learning model and intellectually

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curious, you will be supporting the effective learning of your colleagues in the class and contributing to an environment conducive to learning.

- *Use of computers in the learning process is recognized as an important part of your tool set. Many of you prefer to take notes or do in-class research and would like the privilege of using your laptops during class. I view this as a privilege if the class agrees to maintain a professional standard. However, inappropriate communication via SMS, e-mail, or social network sites during class is unacceptable. Any student found accessing these communication applications during class will be asked to leave.*
- *The professor reserves to right to make changes to the syllabus, including project due dates. These changes will be announced as early as possible.*