Unit 7 The Economic and Cultural Impact of the Sports and Entertainment Industry

Content Area: **Business**
Course(s): **Sports & Ent M**
Time Period: **Semester 1 & 2**
Length: **2 weeks**
Status: **Published**

Essential Understanding

The sports & entertainment industry is an integral part of the leisure culture in the United States.

Small decisions in the industry can have large reactions in the fan community.

Essential Questions

- Why would a consumer spend $2,000+ on a Super Bowl ticket?
- How did sports and entertainment become a multi-billion-dollar industry?
- What is the economic impact of hosting a professional sports team or entertainment venue in a particular geographical location?
- How does travel broaden perspectives? NFL, music fests, playoff games
- What are the ethical considerations of travel? (financial & environmental)

Knowledge and Skills

- Explain the impact the sports and entertainment industry has on the Free Enterprise System.
- Differentiate between disposable and discretionary income.
- Analyze and create a budget illustrating the costs to attend a professional sporting event or entertainment venue using a spreadsheet.
- Analyze the cost effectiveness of hosting a sporting or entertainment event.
- Determine sporting and entertainment functions that are considered to be leisure activities.
- Discuss ethical considerations while travelling domestically and internationally.

Transfer Goals

The economic landscape of our society is made up of many factors, including sports and entertainment.

Events and fund raisers require capital to run and may not always be cost effective, professionally and personally.

Ethical behavior domestically and internationally

Leisure travel impact on society, environmentally

Creating and realizing the necessity of budgets

Resources

Online textbook from Sports Career Consulting

Case studies and current event links from Sports Career Consulting

Simulation - Knowledge Matters

Street & Smith's Sports Business Journal

Microsoft Office Suite

Forbes.com