Unit 3 Developing a Sports Franchise or Entertainment Event

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1 & 2**
Length: **3 weeks**
Status: **Published**

Standards

PFL.9.1.12.A.7	Analyze and critique various sources of income and available resources (e.g., financial assets, property, and transfer payments) and how they may substitute for earned income.
PFL.9.1.12.F.5	Compare and contrast the role of philanthropy, volunteer service, and charities in community development and quality of life in a variety of cultures.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.5	Research career opportunities in the United States and abroad that require knowledge of world languages and diverse cultures.
CAEP.9.2.12.C.6	Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.
CAEP.9.2.12.C.7	Examine the professional, legal, and ethical responsibilities for both employers and employees in the global workplace.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understanding

Inherent of the Free Enterprise System is the right to own property and start a business.

There are a multitude of factors that must be considered when planning an event, including safety, pricing, promotion, ingress and egress, parking, accessibility, and in game entertainment.

Knowledge and Skills

Justify the importance of the Free Enterprise System.

Research the Free Enterprise System and the impact it has on the SEM industry.

Generate a spreadsheet outlining the cost analysis of a franchise.

Identify the types of legal ownership of a business.

Estimate the costs needed to start a sports or entertainment franchise.

Discuss what a business plan is and the importance of the plan to obtain financing.

Essential Questions

- How can an individual purchase a sports franchise?
- What are the legal entities involved in starting a business in the sports and entertainment industry?
- What are the legal forms of business ownership?
- What are the costs involved in purchasing a sports or entertainment
- What are the five elements of game entertainment

Transfer Goals

There are various areas of business, including management, marketing, finance, and operations.

There are opportunity costs involved in how a business is conducted.

Creating a budget

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