



Econ2182A 570
Economics of Sports
Fall 2026

Instructor: Sunghoon Cho
Email: scho83@uwo.ca

Course Information

Mode of Instruction: In-Person

Calendar Description:

The goal of this course is to apply basic economic tools to specific questions and problems in the sports industries. These tools include supply and demand analysis, basic game theory, wage determination in competitive and monopsonistic models, theories of the firm, models of imperfect competition, and probability.

Pre-requisite(s): Economics 1021A/B and Economics 1022A/B, or Economics 2001A/B.

Anti-requisite(s): Economics 2187F/G if taken at King's University College in 2023-2024.

Extra Information: 3 lecture hours.

Course Weight: 0.50

Breadth: Category A

Subject Code: ECONOMIC

Notice: Unless you have either the requisites for this course (fulfilment of pre-requisites, no anti-requisite conflicts), or special permission from your Dean to enrol in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.



Economics of Sports
Economics 2182A-570
Fall 2026

Instructor: Sunghoon Cho
Email: scho83@uwo.ca
Office hours: TBA
Office: TBA
Delivery mode: In-person
Class time and location: Wed/Fri 8:30 am – 10:00 am, KC170
Course website: <https://westernu.brightspace.com>

Course Description:

This course provides an in-depth study of sports economics, with a focus on applying fundamental economic principles to sports industries' specific issues and questions. The course covers a range of core economic concepts, including supply and demand analysis, basic game theory, wage determination in both competitive and monopsonistic models, and theories of the firm. Additionally, models of imperfect competition and probability will be studied. A significant part of the course involves data analysis, supporting students in making sense of complex economic data within the sports industry context.

Prerequisites:

Economics 1021A/B and Economics 1022 A/B, or Economics 2001A/B, are prerequisite courses for this subject.

Learning Outcomes:

Upon successful conclusion of the course, students will gain the capacity to:

1. Recognize the crucial role of mathematics and statistics within the field of sports economics.
2. Utilize economic models of human behaviour and utility optimization to comprehend the dynamics of sports markets.
3. Comprehend the concept of competitive balance and its significance in maintaining the health of a sports league.
4. Apprehend the processes and mechanisms involved in labor negotiations within sports industries.
5. Unfold the economic theory of discrimination and its manifestations within sports.
6. Understand the influence of government expenditure on sports markets.
7. Analyze and interpret labor market data within sports industries using learned economic principles and techniques.
8. Implement game theory principles to assess and predict decisions in the sports sector.

Technical Requirements

- Laptop or computer
- Stable internet connection
- Microphone (for potential online exams and Zoom office hours)
- Webcam (for potential online exams and Zoom office hours)

Software Requirements:

Students may utilize Gretl for statistical analysis in this course. Alternatively, any other statistical software with which the student is comfortable can also be used.

Required Textbook:

Berri, David. Sports Economics. 1st ed., Worth Publishers, 2017. ISBN-10: 1464121729. ISBN-13: 978-1464121722.

Estimated cost of the textbook (according to the publisher. Subject to change):

\$69.99 (paperback)

\$86.99 (E-book)

Evaluation:

The evaluation for this course will comprise of several key elements: an assignment, a presentation, a midterm examination, and a final examination. Together, these components will form the structure of the course grading, each contributing to the final course grade.

Assessment	Weight	Location	Length	(Due) Date	Time
Homework	10%	due in-class		Wed, Oct 21 st	In-class
Midterm	30%	TBA	90 minutes	Fri, Oct 30 th	In-class
Project	10%	due in-class		Wed, Nov 25 th	In-class
Presentation	10%	In-class	10-15 min	Last 2 weeks of the semester	
Final	40%	TBA	120 minutes	TBA	TBA

All times are ET. All dates and times are tentative and subject to change. Note that in the event that classes move to an online status, the assessment dates, times, and choices may change.

The midterm is not eligible for undocumented academic consideration. Students with conflicts in schedule with the midterm (other exams, religious reasons, varsity sports etc) will be given a make-up exam conditional on approval by the academic dean's office in advance. Students seeking religious accommodations for any coursework must make such requests to academic counselling at least one week in advance (and at least two weeks in advance for final exams). After academic counselling has been contacted, you must then notify your instructor.

Make-up midterm exam date (tentative): Friday Nov 6 or Friday Nov 13

For all other approved absences, including medical, compassionate, and self-reported absences, the weight of the missed midterm will be transferred to the final exam weight. Students who have an approved absence from the final exam will be given a make-up for the final exam. The make-up exams may differ in length and format from the original ones. The make-up final exam may include essay format.

The assignment component encompasses a set of problems relating to profit maximization and fundamental regression analysis. The homework assignment can be submitted by Fri, Oct 23rd without penalty.

For the project, students engage in data analysis tasks. Groups of three to four students develop a thesis, collect and analyze data using basic regression techniques, report on their findings, and present their work to the class. Some project topics from previous iterations of this course include:

- Comparing player salaries to performance levels
- Examining team performance in relation to spending
- Analyzing draft orders versus college performance
- Assessing professional performance against college performance
- Investigating instances of discrimination in sports

Project submission deadline is set for two weeks before the term's end. The project can be submitted by Fri, Nov 27th without penalty. The project component is a crucial part of the course, and all students are expected to complete and submit their projects. Missed assessments related to the project will not be accommodated.

Attendance Policy

Attendance is required! King's policy states that *"A student may be debarred from writing the final exam for failure to maintain satisfactory academic standing throughout the year. Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given*. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course."*

Email and Communication Policy

Students must use their uwo email address when emailing the instructor so it does not end up in spam and can be verified. **Subject line must include course and section number and should include the topic of the email.** Emails need to be respectful and concise listing your issues, what you have done to solve it, and what you hope the faculty member can help you with.

All course changes and updates will be communicated via the OWL course website, so please check the website frequently.

KING'S UNIVERSITY COLLEGE

GENERAL COURSE POLICIES

2026-2027

1. Academic Accommodations, Consideration for Absences

Academic Accommodation (Accessibility)

Accessibility Services works to ensure that academic programs are accessible to all students, and supports students who may have a condition related to, but not limited to, vision, hearing, mobility, different ways of learning, mental health, chronic illnesses, chronic pain, autism spectrum disorder, ADD/ADHD, and temporary conditions (beyond short-term academic consideration). Accessibility Services provides recommendations for accommodation based on medical documentation or psychological and cognitive assessment. The accommodation policy can be found [here](#) Academic Accommodation for Students with Disabilities. Information on Accessibility Services at King's can be found [here](#).

Academic Consideration for Student Absence

If a student is unable to meet a course requirement due to substantial but temporary extenuating circumstances (medical or compassionate), they should follow the procedures below.

In some cases, where instructors have built flexibility into their assessments, this flexibility will already address consideration needs.

Requests for academic consideration should be directed to the Academic Advising Office of your faculty/college of registration. Requests must be made as soon as possible and no later than 48 hours after the missed assessment.

As a rule, documentation is required for academic consideration. For academic consideration requests on medical grounds, the Student Medical Certificate is available at <https://registrar.uwo.ca/academics/pdfs/student-medical-certificate.pdf>

Students are permitted one academic consideration request without supporting documentation per term per course.

Instructors may designate one assessment per half-course weight as requiring formal supporting documentation. Please refer to the course outline for each course.

For further information, please see:

https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf

Absences from Final Examinations

If you miss the Final Exam, contact the Academic Advising Office of your faculty/college of registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, or more than 3 exams in a 47-hour period).

If a student fails to write a scheduled Special Examination, the date of the next Special Examination (if granted) normally will be the scheduled date for the final exam the next time this course is offered. The maximum course load for that term will be reduced by the credit of the course(s) for which the final examination has been deferred. See the Academic Calendar for details (under Special Examinations).

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give notice in writing to the instructor and Academic Advising Office if a course requirement will be affected by a religious holiday/observance. Notice must be given as early as possible, and no later than two weeks prior to an examination, and one week prior to a midterm test date. It is the responsibility of such students to inform themselves concerning the work done in classes from which they are absent and to take appropriate action.

2. Support Services

Accessibility, Counselling and Student Development at King's University College:

<https://kings.uwo.ca/community/library/services/accessibility/>

Students experiencing emotional or mental health distress can access services at King's University College: <https://kings.uwo.ca/campus-life/student-supports/>

Good2talk is a good online and phone 24/7 resource for students and is available in English, Mandarin, and French: <https://good2talk.ca>, 1-866-925-5454

MentalHealth@Western provides a complete list of options about how to obtain help:

<https://www.uwo.ca/health/mental-health/index.html>

Academic Support Services at King's University College:

<https://www.kings.uwo.ca/current-students/academic-resources/>

GBSV Support:

King's (Western) is committed to reducing incidents of gender-based sexual violence (GBSV) and providing compassionate support to anyone who is going through or has gone through these traumatic events. If you are experiencing or have experienced GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website:

Mental Health and Wellness at King's - King's University College

You can reach someone supports at Kings by emailing Care@kings.uwo.ca or calling 519-930-4640 to reach a social worker who can offer help.

You can also reach Western's Gender-Based Violence & Survivor Support Case Manager by email or by calling 519-661-3568.

You can reach someone supports at Kings by emailing Care@kings.uwo.ca or calling 519-930-4640 to reach a social worker who can offer help.

3. Statement on Use of Electronic Devices

Use of Electronic Devices: Unless explicitly stated otherwise, you are not allowed to have a cell phone, or any other electronic device, with you during tests or examinations. Unauthorized possession of such a device during a test or examination constitutes an academic offence.

Use of Laptops, Tablets, and Smartphones in the Classroom: King's University College at Western University acknowledges the integration of new technologies and learning methods into the curriculum. The use of electronic devices such as laptop computers, tablets, or smartphones can contribute to student engagement and effective learning. At the same time, King's recognizes that instructors and students share jointly the responsibility to establish and maintain a respectful classroom environment conducive to learning.

The use of electronic devices by students during lectures, seminars, labs, etc., shall be for matters related to the course at hand only. Students found to be using electronic devices for purposes not directly related to the class may be subject to sanctions under the Student Code of Conduct; see https://kings.uwo.ca/sites/2025/assets/files/about/governance/policies/board/Board%20Policy%203_1%20Code%20of%20Student%20Responsibilities%20and%20Conduct.pdf

Inappropriate use of electronics (e.g., laptops, tablets, smartphones) during lectures, seminars, labs, etc., creates a significant disruption. As a consequence, instructors may choose to limit the use of electronic devices in these settings. In addition, in order to provide a safe classroom environment, students attending in-person class sessions are strongly advised to operate laptops with batteries rather than power cords.

4. Statement on Academic Offences

King's is committed to academic integrity. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, is posted at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_offences.pdf

It is expected that students will submit work that is truly their own, completed without external assistance (human or artificial) except as explicitly permitted by the course instructor. Check with your instructor on what tools, including generative AI (ChatGPT, translation tools, grammar-checking tools) are permitted in the course. Because a tool is permitted in one course, that does not mean it is permitted in other courses.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system; see <https://elearningtoolkit.uwo.ca/tools/Originality Reports - TurnItIn.html>.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5. Copyright of Course Material

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member. Unauthorized sharing of class content is subject to academic discipline.

Similarly, students own copyright in their own original papers and exam essays. If a faculty member wishes to post a student's answers or papers on the course website, they should ask for the student's written permission.

6. Use of Recordings

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation and/or the participant has the prior written permission of the instructor. Unauthorized recording and/or sharing of class content is subject to academic discipline.

7. Policy on Attendance

Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course.