



Economics of Sport

2024-2025

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Assessment: Business Model Analysis for a Sport Business or Mega Event

Instructions:

Form a group of 4-5 students maximum and select a sport business (e.g., a sportswear company, football club) or a mega sporting event (e.g., the Olympic Games, FIFA World Cup, Super Bowl). Analyze its business model using the RCOV framework (Resources and Competences, Organization, Value Proposition, Costs and Revenues). Additionally, offer a critical analysis of the business model, considering its strengths, weaknesses, and areas for potential improvement.

Part 1: Resources and Competences (RC) – 20 points

- **Description:** Identify the key **resources and competences** that the selected sport business or mega event relies on to operate and succeed.
 - **Tangible Resources:** Physical assets (e.g., stadiums, equipment, financial resources).
 - **Intangible Resources:** Brand reputation, intellectual property (e.g., broadcasting rights), partnerships.
 - **Competences:** Skills, know-how, expertise of key stakeholders (e.g., athletes, organizers).
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Part 2: Organization (O) – 20 points

- **Description:** Analyze the **organizational structure** and key **processes** of the business or event. Focus on how the organization coordinates its operations and manages partnerships.
 - **Organizational Structure:** Key players (e.g., event organizers, governing bodies, sponsors).
 - **Partnerships:** Collaborations with sponsors, media, suppliers.
 - **Logistical Organization:** Management of operations (e.g., transportation, security, event schedules).
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Part 3: Value Proposition (V) – 20 points

- **Description:** Define the **value proposition** of the selected sport business or event. Explain what makes it attractive to its target audience (e.g., fans, sponsors, athletes) and how it differentiates from competitors.
 - **For Fans:** What unique experience does it offer?
 - **For Sponsors/Partners:** How does it provide value to sponsors?
 - **For Athletes:** How does it benefit the athletes or teams involved?
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Part 4: Costs and Revenues – 20 points

- **Description:** Analyze the **financial structure** of the sport business or mega event, focusing on its revenue generation and cost management.
 - **Revenue Streams:** Ticket sales, broadcasting rights, sponsorships, merchandise.
 - **Cost Structure:** Venue rental, staffing, marketing, logistics, security.
 - **Profitability:** How the business/event balances revenues and costs for financial sustainability.
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Part 5: Critical Analysis of the Business Model – 20 points

- **Description:** Provide a critical assessment of the business model for the selected sport business or mega event. This analysis should highlight the strengths, weaknesses, opportunities, and threats (SWOT analysis) within the business model. Consider internal and external factors that impact its success and areas for improvement.
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Total Points: 100 points

Learning objective:

- ⇒ **be able to identify the main components of a business model using reliable sources**
- ⇒ **develop the ability to critically analyse an existing business model**
- ⇒ **gain perspective on the subject under study**
- ⇒ **develop a strategic analysis to go beyond the operational aspect of an event/business**
- ⇒ **develop your expertise about an event/business you like/want to know more about/want you work or make your internship in.**

Evaluation format : Oral presentation of 15min+10min remarks/questions with Powerpoint document (25 slides max excluding sources)