

GSBGEN 360 Sports Business Management
TUESDAY / FRIDAY – 8:00AM – 9:45AM

	Date	Topic	Case	Guest	Guest/ Affiliation Background
1	Jan 12/Fri	Middle East/Football MLS-Nth America	M E Broader Presence Growth MLS	Peter Hutton Ferran Soriano	Media /Saudi League City Football Group
2	Jan 16/Tue	League / Club (1) MLB / S F Giants	S F Giants: Managing Multiple Businesses	Larry Baer	San Francisco Giants
3	Jan 19/ Fri	League / Club (2) NBA / G S Warriors	GWS Powers Its Revenue Engine	Brandon Schneider	Golden State Warriors
4	Jan 23/Tue	Sports Gambling	Sports Gambling Package	Melissa Blau Casey Brett Kelly Pracht	iGaming Capita MLB nVenture, Inc.
5	Jan 26/ Fri	General Manager / Player Decisions (1)	Player Payroll Analysis Package	R C Buford Mike Dunleavy Jr	San Antonio Spurs Golden State Warriors
6	Jan 30/Tue	Motor Sports	Sonoma Raceway's Strategic Reset	Mike Burch Brian Flynn	SMI Sonoma Raceway
7	Feb 2/ Fri	College Sports	College Conference Carousel	Bob Bowsby Andrew Luck Jon Wilner	Conf. / College Exec College / NFL Athlete San Jose Mercury
8	Feb 6/Tue	League / Club (3) Leadership	Rick Welts: NBA League and Club Leadership	Rick Welts Jonathan Becher Amy Brooks	NBA League/Club San Jose Sharks NBA
9	Feb 9/ Fri	Leagues / WNBA	WNBA Growth Strategy	Bethany Donaphin Colie Edison	WNBA WNBA
10	Feb 13/Tue	Sports Media	Sports Media Package	Peter Hutton Adam Kelly	Media / Global Roles IMG
11	Feb 16/ Fri	Formula One	Formula One Package F1 Las Vegas Learnings	Emily Prazer Christoph Jamann	F1 Las Vegas F1 Las Vegas
12	Feb 20/Tue	Sports Investment Financing	NFL and NBA Club Valuation	Elliott McCabe	Bank of America
13	Feb 23/ Fri	Crisis Management	Mexico City Role Play	Raj Mathai Caroline Perry Jamie Zaninovich	NBC Universal San Deigo Padres TrailRunner
14	Feb 27/Tue	General Manager / Player Decisions (2)	Player Payroll Analysis Package	Bob Myers	ESPN / GS Warriors
15	Mar 1/ Fri	NFL	San Francisco 49ers	Jed York	San Francisco 49ers
16	Mar 5/Tue	League / NWSL	NWSL (A) and (B)	Tonya Antonucci	WPS Commissioner
17	Mar 8/ Fri	Event Management	Super Bowl	Peter O'Reilly Zaileen Janmohamed Amy Trask	NFL Bay Area Host Committee NFL Executive
18	Mar 12/Tue	No Class – Project Work			
19	Mar 15/ Fri	New Venture Evaluations	Major Assignment Presentations	Nicole Musicco Alan Resnikoff Michael Spirito	Investor Coral Tree Party Sapphire Ventures