Part II Case Study Questions: Minor League Baseball Revenue and Expenses

1) What revenue category(ies) do you think needs to be added to the master chart of accounts to reflect the new economy?

2) What expense category(ies) do you think needs to be added to the master chart of accounts to reflect the new economy?

3) If you were tasked with increasing revenues, what revenue category do you think you could realistically increase by 20% in one year and how? Think about the possible consequences (positive and negative) of taking actions to increase revenue, such as how selling more tickets incurs more selling expenses.

4) If you had the responsibility of decreasing expenses, what expense category do you think you could realistically decrease by 20% in one year and how? Think about the possible consequences (positive and negative) of taking actions to decrease expenses, such as how reducing salaries can decrease morale and might reduce future revenues.