Part III Case Study Questions: Minor League Baseball Operational Budget

1) If you had seen the cash flow for this team not meeting expectations, what would you do?

2) If you were trying to examine the cash flow for a hockey team, how would you anticipate the revenue and expenses to be generated over the course of a year?

3) What do you think about the team’s ticket price strategy, and what would you have done to generate additional revenue without alienating fans?

4) Do you think it is ethical to change the name of a ticket or seat and charge more just due to a name change? What could be the impact of such a decision?