

The Dream Team

An Office Simulation for the Sports-Minded Student



2nd Quarter

E-1 Team Roster

Goal:

Your job is to create a team roster with players you chose for your team. The roster will be used in many of the team's publications such as the programs sold at the game and the Web site. It should include the player's jersey number, first and last name, position, height, and weight.

Skills Utilized:

Navigating a spreadsheet, Inserting and formatting data, Sorting data, Using headers

Tactics:

- Research different team rosters for your particular sport to see what other type of information you might want to include on your team's roster.
- Search the internet to find your player's heights and weights.
- Read through all instructions before proceeding with the project.
- Review and use the "On the Field with the Birmingham Bulldogs" section for guidance when completing this project.

Instructions:

1. Using Microsoft Excel, create a new workbook.
2. Save the workbook as "E-1 Team Roster" to the "Excel Projects" folder in "The Dream Team" folder.
3. In the first row, in cells A1 - F1 enter the following column headings: Uniform Number, First Name, Last Name, Position, Height, and Weight.
4. Complete your roster with the players for your Dream Team." **Note:** *Player heights should be entered in the following format: 6' 3" or 5' 7".*
5. Sort the roster by Last Name and then by First Name in ascending order.
6. View the roster to make sure the data has been sorted.
7. Print a copy of the worksheet if required by your instructor.
8. Resort the roster by each player's Uniform Number in ascending order.
9. Rename the worksheet tab "Team Roster".
10. Insert a header with the text "The <Year> <Team Name> Roster".

11. Carefully proofread your work for accuracy, format, spelling and grammar.
12. Resave the workbook.
13. Print a copy of the document if required by your instructor.

On the Field with the Birmingham Bulldogs:

When Joe watches football on Sundays, his dad always talks about how great the players were back in the early 80's. He decided to fill the roster for the Birmingham Bulldogs with great players from that era. Joe used the Internet to search for the All-Pro teams from early 80's. He also found further information about each player at the Pro Football Hall of Fame Web site. He easily found all the information he need to put together a great team. The roster that Joe Gendron created for the Birmingham Bulldogs is shown below.

The 20XX Birmingham Bulldog Roster

Number	First Name	Last Name	Position	Height	Weight
1	Morten	Andersen	K	6' 2"	225
8	Ray	Guy	P	6' 3"	190
13	Dan	Marino	QB	6' 4"	218
31	Ken	Houston	DB	6' 3"	197
32	Marcus	Allen	RB	6' 2"	210
34	Walter	Payton	RB	6' 0"	205
40	Mike	Haynes	DB	6' 2"	192
42	Ronnie	Lott	DB	6' 0"	203
47	Mel	Blount	DB	6' 3"	205
52	Mike	Webster	OL	6' 1"	255
54	Randy	White	DL	6' 4"	257
56	Lawrence	Taylor	LB	6' 3"	237
58	Jack	Lambert	LB	6' 4"	220
58	Jack	Youngblood	DL	6' 4"	247
63	Lee Roy	Selmon	DL	6' 3"	256
64	Joe	DeLamielleure	OL	6' 3"	260
70	Anthony	Munoz	OL	6' 6"	278
73	John	Hannah	OL	6' 2"	265
75	Howie	Long	DL	6' 5"	268
78	Art	Shell	OL	6' 5"	265
80	Steve	Largent	WR	5' 11"	187
82	Ozzie	Newsome	TE	6' 2"	232
83	Ted	Hendricks	LB	6' 7"	220
83	James	Lofton	WR	6' 4"	215

E-2 Projected Revenue from Ticket Sales

Goal:

Once fans saw the information that you created for the proposed ticket pricing, sales have been great. People are visiting the Web site and calling the box office to buy tickets. You decide to create an Excel worksheet to project the revenue that the team will receive from ticket sales. These projections will help the team with budgeting during the season.

Skills Utilized:

Navigating a worksheet, Using formulas, Inserting and formatting data, Inserting and formatting charts

Tactics:

- Use proper accounting style in formatting the dollar amounts on the worksheet.
- Read through all instructions before proceeding with the project.
- Review and use the “On the Field with the Birmingham Bulldogs” section for guidance when completing this project.

Instructions:

1. Using Microsoft Excel, create a new workbook.
2. Save the workbook as "E-2 Project Revenue from Ticket Sales" to the “Excel Projects” folder in "The Dream Team" folder.
3. In cell A1, enter an appropriate title.
4. In cell A2, enter an appropriate sub-title.
5. In cells A3 – E3 enter column headings for “Section”, “Price”, “# of Seats”, “# of Home Games”, and “Total Sales.”
6. Using the “W-6 Ticket Pricing List”, fill in the appropriate data into the correct columns.
7. Enter the number of home games your team will play this season in the appropriate column.
8. Enter a formula in cell E4 to compute “Total Sales” for the Lover Section. This is computed by multiplying the “Price” by the “# of Seats” by the “# of Home Games.” Hint: $=B4 * C4 * E4$.
9. Use the AutoFill feature to copy the formula down the rest of cells in the column.
10. In cell D8, enter the text “Total Projected Sales.”

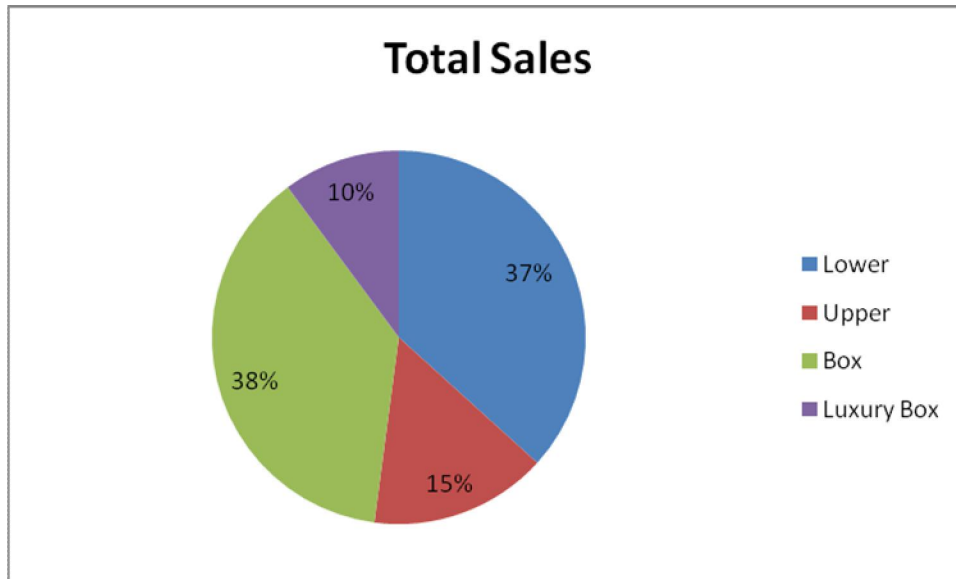
11. Enter a formula in cell E8 to compute the “Total Projected Sales” for all of the sections at the bottom of the column for Total Sales. **Hint:** Use the =SUM function
12. Merge and center the title across the five columns of the worksheet.
13. Merge and center the sub-title across the five columns of the worksheet.
14. Format the title and sub-title with an appropriate font size and style.
15. Format the worksheet using team colors.
16. Rename the worksheet tab “Projected Ticket Sales”.
17. Insert a Pie Chart showing the total sales for each type of section for your ticket prices.
Note: Make sure your chart has an appropriate title, a legend, and percentage data labels.
18. Carefully proofread your work for accuracy, format, spelling and grammar.
19. Resave the workbook.
20. Print a copy of the document if required by your instructor.

On the Field with the Birmingham Bulldogs:

The fan response for Bulldog tickets has been incredible. Using the worksheet for Projected Revenue from Ticket Sales, Joe can easily budget expenses for the entire season. Joe worksheet that Joe Gendron created for the Birmingham Bulldogs is shown below.

Bulldog Stadium Projection of Ticket Sales Revenue
Based on a stadium of 65,000 seat capacity:

Section	Price	# of Seats	# of Home Games	Total Sales
Lower	\$79.00	32,000	8	\$20,224,000.00
Upper	\$59.00	18,000	8	\$8,496,000.00
Box	\$200.00	13,000	8	\$20,800,000.00
Luxury Box	\$350.00	2,000	8	\$5,600,000.00
			Total Projected Sales	\$55,120,000.00



E-3 Average Player Salary

Goal:

The revenue from ticket sales is rolling in, but the players on your team don't play for free. Find out how much the salary for each of your player's will be for this season. You will need to know this type of information to make sure your ticket prices are appropriate and your team can be profitable.

Skills Utilized:

Navigating a worksheet, Inserting formulas, Inserting and formatting data, Inserting and formatting charts

Tactics:

- Research on the Internet what type of salary players in your particular sport earn each season.
- Use proper accounting style in formatting the dollar amounts on the worksheet.
- Read through all instructions before proceeding with the project.
- Review and use the "On the Field with the Birmingham Bulldogs" section for guidance when completing this project.

Instructions:

1. Using Microsoft Excel, open the file "E-1 Team Roster" in the "Excel Projects" folder in "The Dream Team" folder.
2. Save the workbook as "E-3 Average Player Salary" to the "Excel Projects" folder in "The Dream Team" folder.
3. Insert a new column to the right of the Weight column.
4. Enter a column heading for "Salary."
5. Fill in the Salary column with the salary for each of the players on your team roster.
6. Enter a formula at the bottom of the Salary column to find the Average Player Salary. **Hint:** Use the *=AVERAGE* function.
7. Carefully proofread your work for accuracy, format, spelling and grammar.
8. Resave the workbook.
9. Print a copy of the document if required by your instructor.

On the Field with the Birmingham Bulldogs:

Wow! Professional athletes make a lot of money these days. Joe is thinking that he could play the players on his roster their salaries from back in the early 1980's. The team roster with player salary information that Joe Gendron created for the Birmingham Bulldogs is shown below.

Number	First Name	Last Name	Position	Height	Weight	Salary
1	Morten	Andersen	K	6' 2"	225	\$ 500,000.00
8	Ray	Guy	P	6' 3"	190	500,000.00
13	Dan	Marino	QB	6' 4"	218	4,700,000.00
31	Ken	Houston	DB	6' 3"	197	1,125,000.00
32	Marcus	Allen	RB	6' 2"	210	1,125,000.00
34	Walter	Payton	RB	6' 0"	205	1,800,000.00
40	Mike	Haynes	DB	6' 2"	192	1,800,000.00
42	Ronnie	Lott	DB	6' 0"	203	1,050,000.00
47	Mel	Blount	DB	6' 3"	205	500,000.00
52	Mike	Webster	OL	6' 1"	255	500,000.00
54	Randy	White	DL	6' 4"	257	500,000.00
56	Lawrence	Taylor	LB	6' 3"	237	500,000.00
58	Jack	Lambert	LB	6' 4"	220	500,000.00
58	Jack	Youngblood	DL	6' 4"	247	900,000.00
63	Lee Roy	Selmon	DL	6' 3"	256	900,000.00
64	Joe	DeLamielleure	OL	6' 3"	260	900,000.00
70	Anthony	Munoz	OL	6' 6"	278	900,000.00
73	John	Hannah	OL	6' 2"	265	2,187,000.00
75	Howie	Long	DL	6' 5"	268	2,187,000.00
78	Art	Shell	OL	6' 5"	265	2,187,000.00
80	Steve	Largent	WR	5' 11"	187	1,120,000.00
82	Ozzie	Newsome	TE	6' 2"	232	3,120,000.00
83	Ted	Hendricks	LB	6' 7"	220	3,120,000.00
83	James	Lofton	WR	6' 4"	215	2,120,000.00
				Total Average Salary		\$1,447,541.67

E-4 Advertising Rates

Goal:

Ticket sales among the average fan have been good, but some advertising in various sports publications could help bring in the corporate customers to lease the luxury boxes at Bulldog Stadium. Your advertising budget is \$1.5 million. Create a worksheet to organize the different places where you advertise. This will help the team to find out what percentage of your advertising budget is being spent with each type of advertising outlet.

Skills Utilized:

Navigating a worksheet, Inserting formulas, Inserting and formatting data, Inserting and formatting charts

Tactics:

- Research the Internet to find magazines, newspapers, or TV stations in your state or area that your team might want to place advertisements with to promote your team.
- Format the dollar amounts and percentages in your worksheet appropriately.
- Read through all instructions before proceeding with the project.
- Review and use the “On the Field with the Birmingham Bulldogs” section for guidance when completing this project.

Figure E-4-A

Advertising Outlet	Price
Sports Illustrated (Full Page)	\$305,000
ESPN the Magazine (Full Page)	\$200,000
Sports Weekly (Full Page)	\$15,000
Google AdWords (Per Month)	\$1000
USA Today Newspaper (Full Page)	\$180,000
<Insert the name of a local newspaper> (Per column inch, BW)	\$725
<Insert the name of a local radio station>(Thirty-30 second spots)	\$450
<Insert the name of a local TV station> (Ten-30 second ads)	\$75,000

Instructions:

1. Using Microsoft Excel, create a new workbook.
2. Save the workbook as "E-4 Advertising Rates" to the “Excel Projects” folder in "The Dream Team" folder.
3. In cell A1, enter an appropriate title.
4. In cell A2, enter an appropriate sub-title.

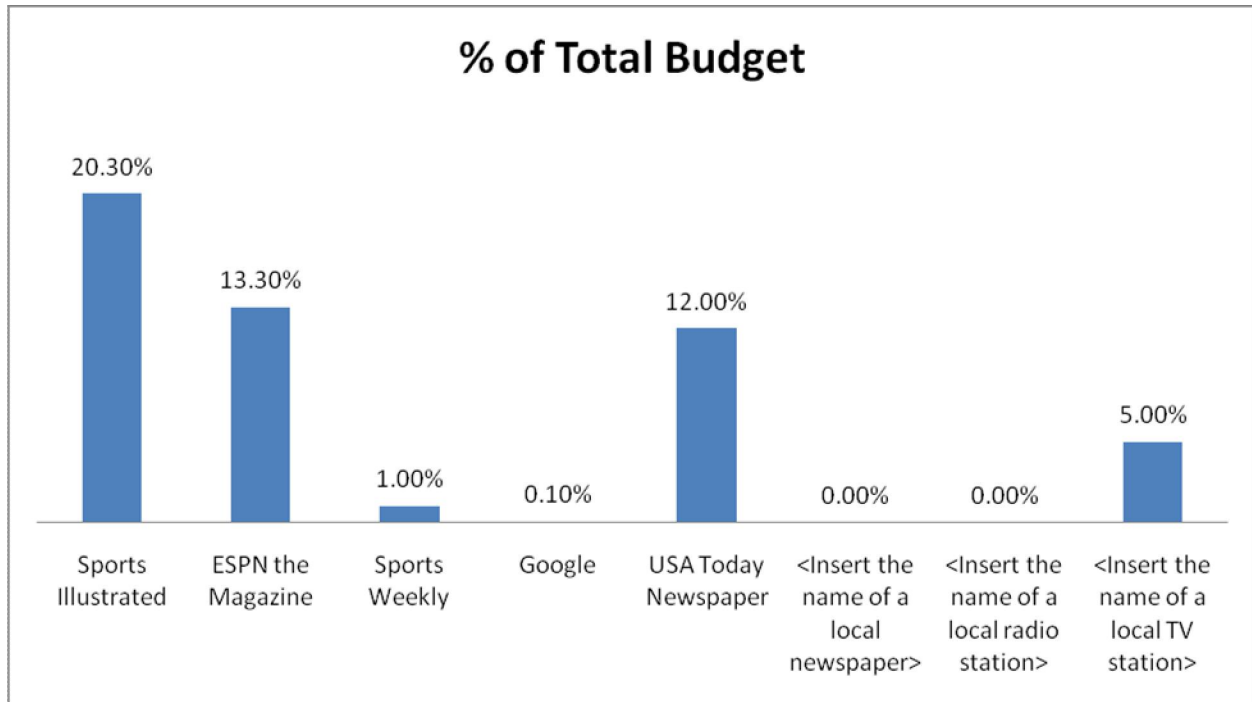
5. In cells A3 through D3 enter column headings for “Advertiser”, “Ad Price”, “Budget Amount”, and “Percent of Total Budget.”
6. Using Figure E-4-A, fill in the appropriate data into the correct columns.
7. Enter the amount of your team’s advertising budget in the appropriate column.
8. Enter a formula in cell D4 to compute the “Percent of Total Budget” the first advertiser. This is computed by dividing the “Price” by the “Budget Amount” **Hint:** $B4/C4$.
9. Use the AutoFill feature to copy the formula down the rest of cells in the column.
10. Merge and center the title across the five columns of the worksheet.
11. Merge and center the sub-title across the five columns of the worksheet.
12. Format the title and sub-title with an appropriate font size and style.
13. Format the worksheet using team colors.
14. Rename the worksheet tab “Advertiser Rates”.
15. Insert a Bar or Column Chart showing the Percentage of the Total Budget for each advertiser on a new worksheet. **Note:** *Make sure your chart has an appropriate title, a legend, and percentage data labels.*
16. Carefully proofread your work for accuracy, format, spelling and grammar.
17. Resave the workbook.
18. Print a copy of the document if required by your instructor.

On the Field with the Birmingham Bulldogs:

After gathering information on possible advertising outlets nationally and locally, Joe feels that he will be able to place some great ads to target corporate customers. Based on the worksheet he developed, he won't have to increase the advertising budget either. The advertising rates worksheet that Joe Gendron created for the Birmingham Bulldogs is shown below.

Birmingham Bulldogs
Advertising Budget

Advertiser	Price	Budget Amount	% of Total Budget
Sports Illustrated	\$305,000	1.5 million	20.3%
ESPN the Magazine	\$200,000	1.5 million	13.3%
Sports Weekly	\$15,000	1.5 million	1.0%
Google	\$1000	1.5 million	0.1%
USA Today Newspaper	\$180,000	1.5 million	12.0%
<Insert the name of a local newspaper>	\$725	1.5 million	0.0%
<Insert the name of a local radio station>	\$450	1.5 million	0.0%
<Insert the name of a local TV station>	\$75,000	1.5 million	5.0%



E-5 Season Schedule

Goal:

Because you are the newest team in the league, the commissioner has decided to let you set up your own dream schedule for the upcoming season. Research the other teams in your league and create a season schedule for 16 games. Half of the games will be played at home and the other half away.

Skills Utilized:

Navigating a spreadsheet, Inputting Data, Formatting Cells

Tactics:

- Research on the Internet the stadium or arena where your opponents play.
- Read through all instructions before proceeding with the project.
- Review and use the "On the Field with the Birmingham Bulldogs" section for guidance when completing this project.

Instructions:

1. Using Microsoft Excel, create a new workbook.
2. Save the workbook as "E-5 Season Schedule" to the "Excel Projects" folder in "The Dream Team" folder.
3. In cell A1, enter <Your Team Name> <20XX Season Schedule>.
4. In cells B1 through B4 enter column headings for Date, Opponent, Location, and Time.
5. Enter the information for your season schedule in the appropriate columns in the worksheet.
6. Merge and center the title across the four columns of the worksheet.
7. Format the title with an appropriate font size and style.
8. Format the worksheet using team colors.
9. Rename the worksheet tab "Season Schedule".
10. Proofread your work for accuracy and format.
11. Resave the workbook.
12. Print a copy of the document if required by your instructor.

On the Field with the Birmingham Bulldogs:

The commissioner's decision to let Joe create the Bulldog's schedule for their inaugural season was awesome. He was able to schedule games his favorite teams in the league. Even a few on Monday night! The season schedule that Joe Gendron created for the Birmingham Bulldogs is shown below.

20XX Schedule Birmingham Bulldogs

Date	Opponent	Location	Time
9/07/20XX	Carolina	H	1:00 P.M.
9/14/20XX	Detroit	A	1:00 P.M.
9/21/20XX	Tampa Bay	H	1:00 P.M.
10/05/20XX	Oakland	A	4:00 P.M.
10/12/20XX	Atlanta	A	1:00 P.M.
10/20/20XX	Green Bay	H	1:00 P.M.
10/28/20XX	Jacksonville	H	8:00 P.M.
11/02/20XX	New England	H	4:00 P.M.
11/09/20XX	New Orleans	A	4:00 P.M.
11/16/20XX	Tampa Bay	A	1:00 P.M.
11/27/20XX	Dallas	A	1:00 P.M.
11/30/20XX	Miami	H	1:00 P.M.
12/07/20XX	Carolina	A	1:00 P.M.
12/14/20XX	Buffalo	H	1:00 P.M.
12/21/20XX	Atlanta	H	1:00 P.M.
12/28/20XX	New York Giants	A	4:00 P.M.