

# Boehly Center Experiential Course

## Investing in Sports, Media and Entertainment

This course provides an in-depth exploration of the sports, media and entertainment industries, focusing on industry dynamics and investment strategies. Students will learn how investors generate returns through lectures by industry leaders, discussions with subject matter experts, and a hands-on group project where they will apply valuation techniques to develop an investment thesis on an asset in one of the three sectors.

The course will begin in Williamsburg with a Saturday lecture covering the background, business models, and valuation methods of the sports, media and entertainment industries. Students will then participate in virtual sessions with subject matter experts to guide their projects. A one-day field trip to visit leading entertainment companies in New York City during Spring Break will offer firsthand exposure to major players in these industries (students are responsible for travel costs- scholarship support available).

The course concludes with in-person presentations of student projects to a panel of industry experts. Designed to provide practical insights, this course prepares students to evaluate and analyze investment opportunities in sports, media and entertainment and provides exposure to an exciting field within finance. Enrollment is by application and requires advanced finance coursework or significant experience in the field.

### Enrollment:

Enrollment is by application only and requires advanced finance coursework (ex. BUAD 323, 327, 329) or significant experience in the field (finance internship or demonstrated interest in sports, media, or entertainment industries). Please apply using the form on the Boehly Center website or the QR code on Page 5

### NYC Trip:

The field trip to New York City will take place on Friday, March 14th. Students are responsible for their own travel costs (scholarship support is available).

### Grading:

Pass/Fail - Major criteria for evaluation include: completion of all pre-work and course assignments, mandatory attendance at all scheduled sessions (TBD on dates), active AND engaged participation throughout the lecture sessions, field trip, and final project presentation.



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## Schedule (TBD)

### **I. Pre-Work**

Materials for students to study will be provided on the first day of classes in a dedicated Blackboard site. Pre-work will include readings, podcast episodes and/or small assignments.

### **II. February 22nd, 10:00AM - 2:00PM**

Ari Untracht, Senior Director at Eldridge Industries, will lead the day's session, offering valuable insights into the foundational elements and investment strategies within the sports, media and entertainment sectors. Lunch will be provided, followed by the formation of three project teams, with each team focusing on one specific area of sports, media and entertainment.

### **III. Virtual Discussion, three 1-hour Zoom Meetings**

Each industry team will have one hour to lead a discussion with a subject matter expert in their respective field—sports, media or entertainment. While all teams will participate in each discussion, they will only be responsible for leading the hour focused on their assigned industry. The subject matter experts will provide insights and strategies to help shape the direction of the final projects.

### **IV. March 14th, NYC Trip, 9:00AM - 5:00PM**

Students will visit Eldridge Industries offices in New York City and visit with various sports, media and entertainment professionals and/or organizations. These visits offer an unparalleled opportunity to meet with senior executives and engage in discussions about these dynamic industries prior to presenting their final projects.

### **V. March 29th, 10:00AM - 2:00PM EST**

Students will present and defend an investment memo on a designated opportunity within their industry to a panel of expert judges, engaging in discussion and receiving feedback on their analysis and recommendation.



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## Course Leader Biographies



**Ari Untracht:** Ari S. Untracht is a Senior Director at Eldridge Industries. Prior to joining Eldridge Industries, Mr. Untracht worked for former British Prime Minister Sir Tony Blair as an advisor to foreign governments and corporates around the world. He began his career as an investment banker with Citigroup and advised on transactions in Europe, MENA, and Africa. He is actively involved with several of Eldridge Industries' operating companies and is a board member of the Jackie Robinson Foundation and the Boehly Center Advisory Board. Mr. Untracht received his BBA from The George Washington University.

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## Course Facilitator Biography



**Dr. Julie R. Agnew '91, Ph.D. '01 (Boston):** Julie Agnew is the Richard C. Kraemer Term Professor of Business at William & Mary's Raymond A. Mason School of Business. She likes nothing more than connecting William & Mary students to talented alumni, as well as helping students find their next career steps following college. Designing experiential learning classes is one way she strives to achieve this. A 1991-1992 Fulbright Scholar to Singapore, Dr. Agnew earned a B.A. degree in Economics (High Honors, Magna Cum Laude, Phi Beta Kappa) and a minor in Mathematics from William & Mary. She received a Ph.D. in Finance from Boston College in 2001 and was a Senior Visiting Fellow at UNSW in Sydney, Australia in 2012.

## Course TA Biography



**Charlie Unice '24:** Charlie is a senior at William & Mary studying Finance with a minor in History. He will be starting as an Investment Associate at Eldridge Industries in New York City, where he interned in the summer of 2024. At William & Mary, Charlie serves as a Co-President of the Finance Academy, a Peer Industry Advisor, and a Teaching Assistant for Dr. Agnew's Corporate Valuation and Credit Analysis course.

In his free time, Charlie enjoys running, reading, and playing volleyball. He can be reached on [LinkedIn](#) or at [csunice@wm.edu](mailto:csunice@wm.edu).



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