

**KINE 5371- SPORT FINANCE**  
**SPRING 2018**  
**College of Health Sciences**  
**Department of Kinesiology**  
**Sam Houston State University**

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**Text/Readings:** Howard, D.R. & Crompton, J.L. (2014) *Financing Sport* (3<sup>rd</sup> ed.). Morgantown, WV: Fitness Information Technology. **(Required)**

Semester subscription (16 weeks) to *Sports Business Journal* **(Required)**

Selected journal articles

*Additional Materials: You must have a Sam Email Account (not to be forwarded to other email). All communication outside of class will be done through email*

**Course Description:** In recent years, while salaries and costs have escalated astronomically in professional and intercollegiate sports, many traditional sources of revenue have failed to match these increases. For the sport manager, this has created great pressure to identify new and larger sources of revenue. This course is intended to provide students a general overview of many of the traditional and innovative revenue acquisition methods available for sport managers. The initial portion of the class will focus on helping students understand the fundamentals and application of several key financial techniques that are utilized in the administration and operation of most sport organizations. The remainder of the course will cover a wide spectrum of topics geared towards educating the student to basic financial concepts and other financial issues related to the sport industry. Overall, the multiple course purposes are to broaden the students' perspective on the various means for financing sport businesses and organizations and to examine the various means for controlling costs and increasing revenue in sport organizations. Major topics include: key characteristics of professional sport organizations, principal sources of funding - public and private, a summary of financial management principles, tax incentives, sources of cash flow, risk management, and economic impact studies. Students will also engage in scholarly research focused on the latest professional trends in the field.

**Standards Matrix:**

<b>Objectives/Learning Outcomes</b> <b>The student will:</b>	<b>Activities</b>	<b>Performance Assessment</b>
Develop a further understanding of how organizations are valued and the factors to evaluate in reviewing the financial solvency of a corporation.	Lecture & Discussion  Readings	Journal Critiques  Scholarly Research Paper/Presentation  Written Examinations
Understand how to effectively establish joint venture arrangements between public sector entities and private sector organizations for the joint development and operation of sport facilities.	Lecture & Discussion  Readings	Journal Critiques  Scholarly Research Paper/Presentation  Written Examinations
Understand the financing involved in various levels of collegiate athletics. Specifically, students will be exposed to the various revenue sources, how these revenues are allocated within respective organizations, and gain a further understanding of the expenses needed to operate a college athletic program.	Lecture & Discussion  Readings  Artifacts	Journal Critiques  Scholarly Research Paper/Presentation  Written Examinations  Case Study
Understand salary structures in the professional sports sector. In addition to the salary caps that are imposed, further discussion will include equitable compensations based on sport, gender, and governance.	Lecture & Discussion  Readings  Artifacts	Journal Critiques  Scholarly Research Paper/Presentation  Written Examinations  Case Study
Develop an understanding of basic fundamental financial/investment/ accounting terms.	Lecture & Discussion  Readings	Written Examinations  Journal Critiques

Distinguish between different types of public/private sources of revenue for sport organizations.	Lecture & Discussion Readings	Journal Critiques Scholarly Research Paper/Presentation Written Examinations Case Study
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**Course Format:**

The content of this course is delivered through traditional lecture methods. Course concepts are learned through both visual and auditory means as demonstrated through lecture, class discussions, self-study, collaborative study, small-group projects, and student research presentations. Evaluation consists of self-evaluations, peer evaluations, and instructor assessments using rubrics for assignments, discussions, and presentations.

In this course, our focus will be on the major objectives (as assessed by the IDEA course evaluation system):

Course Essential Objectives:

1. Learning fundamental principles, generalizations, or theories.
2. Learning to apply course materials to improve thinking, problem solving, and decisions.

Course Important Objectives:

1. Learning how to find and use resources for answering questions or solving problems.
2. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.
3. Learning to analyze and critically evaluate ideas, arguments, and points of view.

**Course Content:**

The content of the course will be broken down into three general sections:

SECTION I: SPORT FINANCE TRENDS AND CHALLENGES

SECTION II: ECONOMIC RATIONALES FOR PUBLIC INVESTMENTS IN SPORT VENUES & EVENTS

SECTION III: PRIMARY SOURCES OF CAPITAL FUNDING

## KINE 5371- Sport Finance

**Course Evaluation:**

Exam One	25%
Exam Two	25%
Research Paper ( <u>Due April 16</u> )	35%
Research Presentation	15%

**NOTE:**

1. Papers are due on the date printed in the course outline unless otherwise notified.
2. Late work WILL NOT be accepted unless pre-approved by the instructor.
3. Make up exams WILL NOT be given unless pre-approved by the instructor.
4. The syllabus is subject to change pending notification.

**Written Work Should:**

- Be clear, well organized, and concise.
- Be free from grammatical and spelling errors.
- Be Typed (12 Point) and double space with 1 inch margins on left and right, with name, date, course in upper right hand corner. Paginate with page number in upper right hand corner and a staple in upper left corner. No report covers please.
- Demonstrate a thorough analysis.
- Include supporting evidence from course readings and additional resources (citations must be provided).

**Attendance Policy:**

More than 2 absences will affect your grade in the following manner:

- 3 unexcused absences = reduction of final grade by one letter
- 4 unexcused absences = reduction of final grade by two letters
- 5 unexcused absences = reduction of final grade by three letters
- 6 unexcused absences = failure

**Academic Dishonesty**

Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. *See student syllabus guidelines.*

**Classroom Rules of Conduct**

Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect. Students are to turn off all cell phones while in the classroom. Under no circumstances are cell phones or any electronic devices to be used or seen during time of examination. Students may tape record lectures provided they do not disturb other students in the process.

**Student Absences on Religious Holidays Policy**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete

an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

**Students with Disabilities Policy**

It is the policy of Sam Houston State University that no otherwise qualified individual with disabilities shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Students with disabilities may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

**Americans With Disabilities Act (ADA)**

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. Students with disabilities that may affect adversely their work in this class should register with the SHSU Counseling Center and talk with their University supervisor and classroom mentor teachers about how they can help. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodation can be made until registration with the Counseling Center is complete.

	<b>Date</b>	<b>Class Topics</b>
<b>1</b>	<b>Jan 22</b>	Introductions Chapter 1: <b>Operating in the New Economic Reality</b>
<b>2</b>	<b>Jan 29</b>	Chapter 2: <b>Challenges Facing College Sports</b>
<b>3</b>	<b>Feb 5</b>	Chapter 2: <b>Challenges Facing College Sports</b>
<b>4</b>	<b>Feb 12</b>	Chapter 2: <b>Challenges Facing College Sports</b>
<b>5</b>	<b>Feb 19</b>	Chapter 3: <b>Challenges Facing Professional Sports</b>
<b>7</b>	<b>Feb 26</b>	Chapter 3: <b>Challenges Facing Professional Sports</b>
<b>8</b>	<b>Mar 5</b>	Chapter 4: <b>Trends In Sport Facility Financing</b>
	<b>Mar 12</b>	<b>Spring Break- No Class</b>
<b>9</b>	<b>Mar 19</b>	<b>Exam One</b>
<b>10</b>	<b>Mar 26</b>	Chapter 5: <b>Principles of Economic Impact Analysis</b> Chapter 6: <b>Costs: The Rest of the Economic Impact Story</b>
<b>11</b>	<b>April 2</b>	Chapter 5: <b>Principles of Economic Impact Analysis</b> Chapter 6: <b>Costs: The Rest of the Economic Impact Story</b>
<b>12</b>	<b>April 9</b>	Chapter 8: <b>Alternate for Public Subsidy: Social Capital</b> Chapter 9: <b>Sources of Public Sector Funding</b>
<b>13</b>	<b>April 16</b>	<b>Presentations</b>
<b>14</b>	<b>April 23</b>	<b>Presentations</b>
<b>15</b>	<b>April 30</b>	<b>Exam Two</b>