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Sport Studies Syllabi

2017

SPMG 596-01 Sports Administration: Finance

Dustin Thorn
Xavier University

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Course: SPMG 596.01 Sports Administration: Finance (3 hours)
Time/Location: Wednesday, 4:15 – 6:45 pm, Schmidt Memorial Fieldhouse, 2
Professor: Dr. Dustin Thorn
Email: Thornd@xavier.edu
Office: Joseph Hall, 301B
Phone: (513) 745-3640
Office Hours: T, W, & R 1 – 3

Catalogue Description
Sport and athletic/not-for-profit budgets—programs based, project based, and line-item based. Formulating budget. Budgeting cycles, political ramifications imposed and utilized in the federal cycle, fiscal year, and reserves. Financial markets, cash management, and municipal underwriting of recreation and parks facilities. Scale sheets, bond issues, BAN, VKX, sinking fund, etc. Grant-writing. Sources of funding and endowment foundations.

Course is designed to examine both economic and fiscal theories as they are applied to the sport management industry. Various economic and fiscal issues will be explored with a focus on making effective fiscal decisions.

Common Professional Component set by COSMA Relevant by this Course
This course helps meet the Common Professional Component (CPC) of E: 1(Principles of sport finance), 2 (Accounting), & 3 (Economics of sport) set by COSMA.

Reading Materials
Required


Course Objectives/SLO (add sport emphasis into SLOs to deviate from Business)
Upon completion of the course, the student will be able to:
1. Understand profit maximization within different sport industry segments.
2. Understand market conditions affecting sport organizations.
3. Communicate arguments both for and against the use of public subsidy within the sport industry.
4. Discuss the fiscal challenges facing different sport industry segments.
5. Critique economic impact analyses used in the sport industry.
6. Understand different revenue sources and how each are used by different sport industry segments.
7. Explain various financial markets and bond financing.
8. Develop financial statements and interpret their financial conditions.
Exams (250 points)
There will be two exams, a mid-terms exam (100 points each) and one final exam (150 points).
The two mid-term exams will cover material presented from the previous exam. The final exam will be divided into two parts. The first part will be on new material presented from the previous exam (100 points). The second part will be over cumulative material presented over the entire semester (50 points). The dates of the exams are as follows:

1. Exam #1 – Wednesday, March 1st
2. Final Exam – Wednesday, May 3rd

NCAA College Football Finance Game

NCAA College Football Finance Game Weekly Reports (50 points)
Students will be required to submit a weekly report during regular season games, a conference championship report, and a NCAA/NIT report that will showcase the student’s financial portfolio position. Each Weekly Report will be graded on a 15-point scale. An average of all reports will be used and converted into the 50-point allotment. Grading will be based on accuracy and financial decision-making within the game.

NCAA College Football Finance Game Analysis (100 points)
Students will participate in a NCAA College Basketball Finance game in which they will represent an athletic apparel company. The objective of the game is to maximize revenues for their company by signing college teams to sponsorship contracts. Students will navigate the challenges of a salary cap, luxury tax, borrowing money, and financial decision-making. Each student will be challenged will making weekly decisions that will
guide the student through the replicated financial scenario. To culminate the game each student will make a financial analysis presentation focused on the entire evaluation of the project and the decisions made within. A detailed description of this game and requirements for the final analysis will be presented to the student in an attached document.

Book & Chapter Review

Chapter Review (50 points)
During the semester, the class will be reading analyzing a book on the financing of the sport industry. Each student will be responsible for presenting and guiding the class on a 20-25 minute discussion of a chapter within the book. The student will be responsible for writing up a synopsis of the chapter, a list of questions to pose to the class, and a reaction to the topic of the chapter. The student will be graded on both their write of the chapter as well as their ability to guide the class in a discussion of the chapter.

Book Review (50 points)
In addition to the chapter review, each student will be responsible for a full write up of the book using questions from the professor to guide them. Questions for the write up will be provided later in the semester. Students will be graded on their ability to provide depth in their critical analysis of the book and books findings.

Case Studies (50 points)
Student will be presented two case studies throughout the semester. Each case study is designed to challenge students to utilize the concepts learned in class. Students will be required to develop a written solution to each case study according to the guidelines provided in the assignment instructions. Each case study will be worth 25 points.

Course Requirements

Academic Honesty
The pursuit of truth demand high standards of personal honesty. Academic and professional life requires a trust based upon integrity of the written and spoken word. Accordingly, violations of certain standards of ethical behavior will not be tolerated at Xavier University. These include theft, cheating, plagiarism, unauthorized assistance in assignments and tests, unauthorized copying of computer software, and falsification of results and material submitted in reports or admission and registration documents, and the falsification of any academic record including letters of recommendation. All work submitted for academic evaluation must be the student’s own. Certainly, the activities of other scholars will influence all students. However, the direct and unattributed use of another’s efforts is prohibited as is the use of any work untruthfully submitted as one’s own. Penalties for violations of this policy may include one or more of the following:

- A zero for that assignment or test
- An “F” in the course
- Expulsion from the University
The dean of the college in which the student is enrolled is to be informed in writing of all such incidents, though the teacher has full authority to assign the grade for the assignment, test, or course. If disputes of interpretation arise, the student, faculty member, and chair should attempt to resolve the difficulty. If this is unsatisfactory, the dean will rule in the matter. As a final appeal, the academic vice president will call a committee of tenured faculty for the purpose of making a final determination.

Xavier University provides students an excellent tool for avoiding issues with academic honesty. Please use the following link for tools on preventing plagiarism and avoiding issues of academic honesty.

http://www.xavier.edu/library/xu-tutor/Preventing-Plagiarism.cfm

**Attendance Policy**
There is no attendance requirement for this course. Attendance will be not be taken. Students are encouraged to attend to be part of the course discussion. Material covered in this course is not limited to the text or power point presentations. Testable material will also include student discussion in class. Missing class will also void the student of other opportunities to gain vital knowledge and materials necessary to succeed in the course.

Absences, excused or not, do not absolve students from the responsibility of completing all assigned work promptly. Students who choose to miss assignments, announced quizzes, or other course work obligations due to excused absences will be allowed to make up the work in a manner deemed appropriate by the instructor. It will be the responsibility of the student to contact the instructor and make arrangements at the convenience of the instructor. The instructor is not obligated to allow a student to make up work missed due an unexcused absence.

Absences will be excused for documented cases of:
1. Incapacitating illness (must have documentation).
2. Official representation of the University (Please see section 1.2.7.1 “Class Absence for Participation in Official University Events of the student handbook for details).
3. Death of a close relative.
4. Religious holiday.

**Classes/Discussions**
Lectures and discussions are intended to reinforce text and other readings. Active participation in class projects, discussions, and group assignments is expected of all students. Students are encouraged to ask questions, actively participate in discussions, and comment on reading and lecture materials. Students should be prepared to discuss and answer questions about the text, lecture and other assigned reading material.
**Disabilities**  
Students with disabilities who need reasonable modifications to complete assignments successfully and otherwise satisfy course criteria are encouraged to meet with the instructor as early in the course as possible to identify and plan specific accommodations. Students are also encouraged to seek the Office of Disability Services for the university for their assistance in matters related to accommodations and assistance.

Cassandra Jones  
Office of Disability Services  
Conaton Learning Commons, Suite 514  
disabilityservices@xavier.edu  
(513) 745-3387  
http://www.xavier.edu/disability-services/index.cfm

**Eating**  
Please have your breakfast/lunch before or after class. The crinkling of wrappers, opening of packages and crunching of food is extremely disruptive. Please let the instructor know if you have a medical condition which would require you to eat during class.

**Inclusivity Statement**  
I am committed to providing an atmosphere for learning that respects diversity and in which all students feel comfortable and safe to learn. In order to build a classroom community, I ask that students:

- Share their unique experiences, values and beliefs.
- Be open to the views of others.
- Honor the uniqueness of their peers.
- Appreciate the opportunity that we have to learn from each other in this community.
- Communicate in a respectful manner.
- Keep confidential discussions that the community has of a personal (or professional) nature.
- Utilize this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the Xavier community.

**Late Assignments**  
All class assignments are due the beginning of class on the date assigned. Assignments turned in late will be subjected to an automatic 20% grade reduction. There are **NO** exceptions. Any assignments received after class has ended on a particular due date will be counted as a late assignment and receive a 20% grade reduction.

Last date of accepted late assignments for this course: **Wednesday April 26th (by the beginning of class)**
Makeup Assignment/Exam Policy
Students who have a valid and documented official university excuse or illness will be permitted to makeup the assignment or exam missed. For expected absences on due dates of assignments or exams, students should notify and schedule a makeup with the professor prior to the date of submission. Students that arrive late for an exam will have the remaining time to complete the exam. No additional time will be granted. Students who do not have a valid or documented excuse will NOT be permitted to makeup an assignment or exam.

Syllabus
This syllabus is a guide for the course and is subject to change with advanced notice.

Technology
As a courtesy to others, please silence or turn off all cell phones prior to entering the classroom. In the case of an emergency or extenuating circumstance which lends it necessary for the student to be contacted during class, it is the student’s responsibility to notify the professor ahead of time of any possible disruptions during class.

Laptops and tablets are permitted in class under the assumption they are being used for class-related purposes. Personal use of laptops and tablets during class (i.e. social media, responding to email, general web browsing) is not permitted.

Students are expected to have a working knowledge of how to use Canvas as this will be the primary form of content dissemination outside of lectures. Student will have an ability to access course syllabus, lectures and assignments. In some cases, assignments will be submitted through Canvas.

Writing Expectations
Students will complete all out-of-class written assignments using word processing standard 12 pt Times New Roman font, double spacing, and one (1) inch margins all around with each page numbered. Each paper will consist of a cover page, body pages, and reference page with the following guidelines:

**Cover page:** 2 inch margin on top, 1 inch on left, right and bottom. Cover page should have the following information (in this order): Title of paper, full name of student, course number, & date

**Body Pages:** Must include a heading consisting of a running title (left justified), last name of student (right justified), and page number (right justified).

**Reference Page:** Always on separate sheet of paper. NO heading. The word “References” (NOT “Works Cited”) must be centered on first line of page. All references must be in APA format.

**ALL WRITTEN ASSIGNMENTS ARE TO BE APA FORMAT UNLESS OTHERWISE DIRECTED!**
<table>
<thead>
<tr>
<th>Date</th>
<th>Discussion Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 Jan. 11th</td>
<td>Class Introduction (Syllabus/Assignments/Grading) NCAA Finance Game</td>
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<td><strong>NCAA Finance Game Business Plan Due Jan. 16th</strong></td>
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<tr>
<td>Week 2 Jan. 18th</td>
<td>Introduction to Revenue Generation in Sport NCAA Finance Game Auction</td>
<td>Text: Introduction</td>
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<tr>
<td>Week 3 Jan. 25th</td>
<td>Basic Financial Statements &amp; Basic Financial Analysis Weekly Report #1</td>
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<tr>
<td>Week 4 Feb. 1st</td>
<td>Operating in a new Economic Reality Weekly Report #2 Book Chapter 1 Report</td>
<td>Text: Chapter 1 Gaul: Chapter 1</td>
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<td>Week 5 Feb. 8th</td>
<td>Challenges facing Intercollegiate and Professional Sport Sonicsgate Case Study Issues Weekly Report #3 Book Chapter 2 Report</td>
<td>Text: Chapters 2 &amp; 3 Gaul: Chapter 2</td>
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<tr>
<td>Week 6 Feb. 15th</td>
<td>Facility Financing Sonicsgate Case Study Due Weekly Report #4 Book Chapter 2 Report</td>
<td>Text: Chapter 4 Gaul: Chapter 3</td>
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<td>Week 7 Feb. 22nd</td>
<td>Economic Impact Weekly Report #5 Book Chapter 4 Report</td>
<td>Text: Chapters 5 &amp; 6 Gaul: Chapter 4</td>
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<td>Week 8 Mar. 1st</td>
<td>Exam #1 Weekly Report #6</td>
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<td>Week 9 Mar. 8th</td>
<td><strong>Spring Break</strong></td>
<td><strong>NO CLASS</strong></td>
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<td>Week 10 Mar. 15th</td>
<td>Public Funding &amp; Public Subsidy Weekly Report #7 &amp; Conference Championship Report Book Chapter 5 Report</td>
<td>Text: Chapters 7, 8, &amp; 9 Gaul: Chapter 5</td>
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<tr>
<td>Week 11 Mar. 22nd</td>
<td>Budgeting Book Chapter 6 Report</td>
<td>Gaul: Chapter 6</td>
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<td>Week 12 Mar. 29th</td>
<td>Capital Structuring Chapter 7 Report</td>
<td>Gaul: Chapter 7</td>
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<td>Week 13 Apr. 5th</td>
<td>Inventory Management Budgeting Case Study Issued NCAA/NIT Report Book Epilogues Report Final Day to withdrawal (April 10th)</td>
<td>Text: Chapters 12 &amp; 13 Gaul: Epilogues</td>
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<tr>
<td>Week 14 Apr. 12th</td>
<td>Ticketing &amp; Media Rights Budgeting Case Study Due</td>
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<td>Week 15 Apr. 19th</td>
<td>Fundraising</td>
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<td>Week 16 Apr. 26th</td>
<td>Final Exam</td>
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<td><strong>Final Presentations</strong></td>
<td><strong>Wednesday, May 3rd, 2017 @ 4:15 – 6:45 pm</strong></td>
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