

KSS 5212: Finance in Sport 3-0-3
Eastern Illinois University, Kinesiology & Sport Studies
Sport Management
Fall 2016
Lantz 3881
Tuesday 5-7:40 pm

Instructor: Dr. Kristin E. Brown, ATC
Office: Lantz 2554

Email: kebrown2@eiu.edu

Class Time: Tuesday 5-7:40, Lantz 3881
Office Hours: MW 10-11; TR 8-9 or by appointment
KSS Office Phone: (217) 581-2215

Required Text:

Sport Finance 3rd ed. by Fried, Shapiro, & DeSchraver

Course Description:

Analysis of core financial concepts and theories as they apply to the sport industry, including accounting principles, financial statements, sources of revenue, methods of budgeting, fundraising for new facilities, legal issues, and technology integration.

Course Objectives:

1. Comprehend core financial and accounting principles as they apply to sport managers and organizations
2. Assess budgeting methods as they apply to sport managers and organizations
3. Analyze the variety of revenue sources available to use for financing sport organizations
4. Examine and present on fundraising strategies used by successful sport organizations
5. Analyze challenging financial situations/case studies facing sport managers and organizations, and propose solutions through the application of financial principles
6. Examine technologies (hardware and software) utilized in the financial management process

Evaluation Criteria:

Exams	150 points	Grading Scale:	
Quizzes	150 points	450-500	A
Case study Assignments	100 points	400-449	B
Research Project (Stock Project)	100 points	350-399	C
Total Points:	500 points	300-349	D

Class Assignments

Quizzes/In-Class work

Quizzes and in-class work will be added as needed. Quizzes may be offered if students are not participating in both the case studies and prepared to discuss the chapter/readings.

Exams:

There will be two exams in this class. Each exam will consist of four parts.

- Part I: Multiple Choice (20-25 points)
- Part II: Short Answer (10-20 points)
- Part III: Case Study (10-20 points)
- Part IV: Extended Answer (10 points)

You will be given the entire class period on the date of the midterm to complete your exam, and the final will take place at the university scheduled date and time. Each exam will cover all class notes, readings, and will incorporate information from the in-class case studies.

Case Studies:

There will be eleven case studies presented for class discussion throughout the semester. Students are to prepare written responses to the questions at the end of each case study in preparation for class. The case studies will be based on real sport management issues and may incorporate some fictitious information. Students will hand in 5 out of the 11 case studies to be graded. Each graded case study will be worth 20 out of the total 500 points for the class. All students will be required to hand in "Case Study #1: Dallas Cowboys Stadium" to be graded. Students may then choose any 4 cases from the remaining 10 to be graded. Students must hand in their cases to be graded at the beginning of class and should bring a second copy to utilize during discussion. A grading rubric can be found on the class website.

Stock Project:

The stock market is an important financial component that must be understood to fully appreciate the nature of sport finance. To learn the stock market from a sport perspective you will be given a fictional \$100,000 to invest in "sport related" stocks (e.g. Nike, Gatorade, Under Armour). All stocks you purchase must be publicly traded on the New York Stock Exchange (NYSE) or the NASDAQ. You may spend your \$100,000 in any manner you wish. As this is a nearly semester-long project, there are numerous steps you must follow to successfully complete the project. Further details and a grading rubric can be found on the class website. This assignment is worth 100 out 500 points for the class.

Class Policies:

Attendance and Participation: Attendance is **required** for successful completion of this course. Attendance will be taken at the beginning of each class by signing in. Please be timely in your arrival to class. Arriving late causes a disruption to your classmates; if you arrive late it is your responsibility to sign the attendance book and get the material you missed. If you insist on missing class it will affect your grade in a negative manner.

Excused Absences: There are some situations which are constituted as an “excused absence” from the class meeting time. Excused absences include 1.) Individuals who participate in University sanctioned events; 2) students who have documented death in the family/serious family emergency; 3) students who are observing religious holidays; 4) students who are seriously ill and may be contagious to the health of their classmates. Students who will be absent must contact the instructor BEFORE class to make arrangements to make up the work they will have missed. Students who do not **NOTIFY** the instructor before their absence, whether excused or not, will not be able to make up work.

Academic integrity-

Students are expected to maintain principles of academic integrity and conduct as defined in EIU’s Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards.

Eastern Illinois University is committed to the learning process and academic integrity that is defined in the Student Conduct Code (1.1). To encourage original and authentic written work, any written assignment created in this course may be submitted for review to Turnitin.com and will become a searchable document with the Turnitin-protected and restricted use database."

Students with Disabilities-

If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment

The Student Success Center-

Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302.

Class Schedule

Date	Topic	Reading	Assignment
Aug. 23	Course Introduction, Financial Issues in Sport (Chapter 1)	<i>Ch. 1</i>	
Aug. 30	Dallas Cowboys Stadium, Basic Financial Concepts (Chapter 2)	<i>Ch. 2</i>	Case Study #1
Sept. 6	Ohio State, Arizona, & the NCAA Financial Systems (Chapter 3)	<i>Ch. 4</i>	Case Study #2
Sept. 13	Liverpool F.C. Balance Sheet Business Structure (Chapter 4)	<i>Ch. 5</i>	Case Study #3
Sept. 20	Joe Mauer's Contract Financial Statements (Chapter 5)	<i>Ch. 5</i>	Case Study #4
Sept. 27	Opening a CrossFit Affiliate Time Value of Money (Chapter 6)	<i>Ch. 6</i>	Case Study #5
Oct. 4	Financial Planning (Chapter 7) & Obtaining Funding (Ch. 8)	<i>Ch. 7 & Ch. 8</i>	
Oct. 11	Midterm Exam		Mid Term Exam
Oct. 18	SoncisGate Requiem for a Team Capital Stocks (Chapter 9)	<i>Ch. 9</i>	Optional Case
Oct. 25	Renovating Wrigley Field Bonds (Chapter 10)	<i>Ch. 10 & 11</i>	Case Study #6
Nov. 1	Capital Budgeting (Chapter 11) – online Managing Dick's Sporting Goods	<i>Ch. 10 & 11</i>	Case Study #7
Nov. 8	Short-Term Management (Chapter 12) & Inventory & Production (Chapter 13) Public Sale of Manchester United	<i>Ch. 12 & 13</i>	Case Study #8
Nov. 15	Nike v. Adidas Mergers Spending Earnings (Chapter 15) &	<i>Ch. 15</i>	Case Study #9
Nov. 21- 25	<i>NO CLASS THANKSGIVING BREAK</i>		
Nov. 29	Audit of the L.A. Kings & Staples Center Auditing (Chapter 16)	<i>Ch. 15 & Ch. 16</i>	Case Study #10
Dec. 6	Rangers F.C. Bankruptcy Exit Strategy (Ch. 17)	<i>Ch. 17</i>	Case Study #11 Stock Project
Finals Week Dec 12- 16	Final Exam		Dec. 13, 5:15- 7:15

*** Course Schedule is Tentative and Subject to Change at the Discretion of the Instructor***