

Eastern Illinois University  
**COURSE PROPOSAL FORMAT**

This format is to be used for all courses submitted to the Council on Academic Affairs and/or the Council on Graduate Studies.

Gray boxes (except check boxes) will expand as you type in them.

**Please check one:**      ☒ New course      ☐ Revised course

**PART I: CATALOG DESCRIPTION**

1. Course prefix and number, such as ART 1000: KSS 5212
2. Title (may not exceed 30 characters, including spaces): Finance in Sport
3. Long title, if any: n/a
4. Class hours per week, lab hours per week, and credit [e.g., (3-0-3)]:3-0-3
5. Term(s) to be offered: ☐ Fall      ☐ Spring      ☐ Summer      ☒ On demand
6. Initial term of offering: ☒ Fall      ☐ Spring      ☐ Summer      ☐ Year 2011
7. Course description (not to exceed four lines): 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
8. Registration restrictions:
  - a. Identify any equivalent courses (e.g., cross-listed course, non-honors version of an honors course). n/a
  - b. Prerequisite(s), including required test scores, courses, grades in courses, and technical skills. Indicate whether any prerequisite course(s) MAY be taken concurrently with the proposed/revised course. Graduate Student Status and KSS 4760, 4761, 4762 for graduate students without KSS bachelors degree
  - c. Who can waive the prerequisite(s)?  
☐ No one      ☒ Chair      ☐ Instructor      ☐ Advisor      ☐ Program Coordinator      ☐ Other (Please specify)
  - d. Co-requisites (course(s) which MUST be taken concurrently with this one): n/a
  - e. Repeat status:      ☒ Course may not be repeated.  
                                 ☐ Course may be repeated to a maximum of                  hours or                  times.
  - f. Degree, college, major(s), level, or class to which registration in the course is restricted, if any: EIU graduate students
  - g. Degree, college, major(s), level, or class to be excluded from the course, if any: EIU undergraduates
9. Special course attributes [cultural diversity, general education (indicate component), honors, remedial, writing centered or writing intensive] n/a
10. Grading methods (check all that apply): ☒ Standard letter      ☐ C/NC      ☐ Audit      ☐ ABC/NC
11. Instructional delivery method: lecture / other (The technology version of class will be delivered in an asynchronous format).

## PART TWO: ASSURANCE OF STUDENT LEARNING

(See the CAA website for examples of items 1, 2, and 3.)

1. List the student learning objectives of this course:

Comprehend core financial and accounting principles as they apply to sport managers and organizations	Depth of content knowledge
Assess budgeting methods as they apply to sport managers and organizations	Depth of content knowledge
Analyze the variety of revenue sources available to use for financing sport organizations	Effective critical thinking - Effective written communication
Examine and present on fundraising strategies used by successful sport organizations	- Advanced scholarship through research or creative activity - Effective oral communication
Analyze challenging financial situations/case studies facing sport managers and organizations, and propose solutions through the application of financial principles	- Effective critical thinking and problem solving - Effective written communication
Examine technologies (hardware and software) utilized in the financial management process	- Advanced scholarship through research or creative activity - Effective written communication

2. Identify the assignments/activities the instructor will use to determine how well students attained the learning objectives:

	Quizzes (30%)	Exams (30%)	Assignments & Case Studies (20%)	Research Project (20%)
Comprehend core financial and accounting principles as they apply to sport managers and organizations	X	X		
Assess budgeting methods as they apply to sport managers and organizations	X	X		
Analyze the variety of revenue sources available to use for financing sport organizations		X	X	
Examine and present on fundraising strategies used by successful sport organizations		X		X
Analyze challenging financial situations/case studies facing sport managers and organizations, and propose solutions through the application of financial principles		X	X	
Examine technologies (hardware and software) utilized in the financial management process		X	X	

3. Explain how the instructor will determine students' grades for the course:

Exams (2):	150 points	Grading Scale:	
Quizzes (6):	150 points	450-500	A
Case Study Assignments (4):	100 points	400-449	B
Research Project (1):	<u>100 points</u>	350-399	C
Total:	500 points	<u>300-349</u>	D
		<300	F

4. For technology-delivered and other nontraditional-delivered courses/sections, address the following:
  - a. If a section of the course is technology-delivered, periodic WebCT assessments will be administered and learning activities assigned to measure student achievement of the learning objectives
  - b. Integrity of student work will be assured through the use of multiple forms of each assessment as well as the use of Turnitin software for writing samples (case studies and research project).
  - c. Weekly instructor-student and student-student communication will be required and accomplished via email, WebCT messaging, and Skype communication technology.
5. For courses numbered 4750-4999 - not applicable
6. If applicable, indicate if this course is writing-active, writing-intensive, or writing-centered - not applicable

### PART III: OUTLINE OF THE COURSE

Week 1 (2 hrs, 40 min)	Introduction to Current Financial Issues in Sport Topics – Managing Money, Financial Skills, Value of Teams, Broadcasting Revenue, Mergers, Stadiums
Week 2 (2 hrs, 40 min)	Basic Financial Concepts Applicable to Sport Topics – Revenues and Expenses, Budgets, Proper Documentation, Determining Financial Objectives
Week 3 (2 hrs, 40 min)	Introduction to Financial Systems Utilized in Sport Topics – Financial Markets, Financial Institutions, Government's Influence on Financial Markets, Environmental
Week 4 (2 hrs, 40 min)	Different Types of Business Structures Common to the Sport Industry Topics – Non-profit organizations, sole proprietorships, General and limited partnerships, Corporations
Week 5 (2 hrs, 40 min)	Financial Statements, Forecasts, and Planning Strategies Used in Sport Topics – Types of financial statements, financial ratios, financial forecasts, break-even analysis
Week 6 (2 hrs, 40 min)	Time Value of Money and Financial Planning As Applied to Sport Topics – Value of Money, Risk, Financial Planning Process, Data Gathering, Developing a Pro-Forma Budget
Week 7 (2 hrs, 40 min)	Obtaining Funding by Sport Organizations Topics – Fund raising, Open Markets, Short-Term & Long-Term Borrowing, Funding for small businesses
Week 8 (2 hrs, 40 min)	Use of Capital Stocks in Sport Topics – Common Stock, Preferred Stock, Shareholders' Rights, Going Public, Stock Values, Sport Stocks
Week 9 (2 hrs, 40 min)	Use of Bonds in Sport Topics – Corporate Bonds, Costs of Issuing Bonds, Loan Repayment, Government Bonds,
Week 10 (2 hrs, 40 min)	Capital Budgeting in Sport Topics – Goal of Capital Budgeting, Capital Spending, Cost of Capital, Decision Methods, Risk, Cash Flow
Week 11 (2 hrs, 40 min)	Short-Term Financial Management Utilized in Sport Topics – Review of Current Assets and Liabilities, Cash Management, Credit Management, Collections
Week 12 (2 hrs, 40 min)	Inventory and Production Management Applicable to Sport Topics – Business Costs, Inventory Management, Production Management
Week 13 (2 hrs, 40 min)	Taxation and Legal Issues Applicable to Sport Organization Topics – Benefits of Corporate Status, Taxes, Financial Risk Management
Week 14 (2 hrs, 40 min)	Spending Earnings in Sport Topics – Dividend Payments, Reinvestment, Mergers and Acquisitions, Recent Examples
Week 15 (2 hrs, 40 min)	Financial Troubleshooting by Sport Organizations Topics – Auditing, Detect Fraud, Reorganization, Liquidation, Bankruptcy, Removal of Assets, Selling a Business

### PART IV: PURPOSE AND NEED

1. Explain the department's rationale for developing and proposing the course.

Effective managers of sport and fitness organizations in the public and private sector need to have a clear understanding of the core principles of finance. 'Finance in Sport' has been identified by the Commission on Sport Management Accreditation (COSMA), the accrediting body for sport management education programs, as an essential content area. The Kinesiology and Sports Studies Department does not currently offer a course in finance, but recognizes that in order to become more in line with COSMA accreditation standards a sport finance course must be added to the current sport administration concentration curriculum.

2. Justify the level of the course and any course prerequisites, co-requisites, or registration restrictions.

Course requirement for KSS graduate students completing the sport administration concentration

3. If the course is similar to an existing course or courses, justify its development and offering.

No EIU course exists that is so focused on how core financial principles apply to the sport industry

4. Impact on Program(s):

The addition KSS 5212; Finance in Sport as a required course will help the KSS graduate sport administration concentration move one step closer to COSMA accreditation. More importantly, the course will help KSS graduate students obtain a much more comprehensive understanding of financial principles and concepts applicable to the sport industry than the current program of study provides through one unit of finance included in the KSS 4761: Sport Management and Administration course curriculum.

## **PART V: IMPLEMENTATION**

1. Faculty member(s) to whom the course may be assigned:

Clinton Warren, Brent Walker, Jon Oliver or other qualified instructor with graduate faculty status.

2. Additional costs to students:

No additional cost beyond textbook rental

3. Text and supplementary materials to be used (Include publication dates):

Fried, Gil, Shapiro, Steven, and DeSchriver, Tim. (2008). Sport Finance (2<sup>nd</sup> Edition). Human Kinetics; Champaign, Illinois.

## PART VI: COMMUNITY COLLEGE TRANSFER

If the proposed course is a 1000- or 2000-level course, state either, "A community college course may be judged equivalent to this course" OR "A community college course will not be judged equivalent to this course." A community college course will **not** be judged equivalent to a 3000- or 4000-level course but may be accepted as a substitute; however, upper-division credit will not be awarded.

## PART VII: APPROVALS

**Date approved by the department or school: December 1, 2010**

**Date approved by the college curriculum committee: February 28, 2011**

**Date approved by the Honors Council** (if this is an honors course) \_\_\_\_\_

**Date approved by CAA** \_\_\_\_\_ **CGS** \_\_\_\_\_

\*In **writing-active courses**, frequent, brief writing activities and assignments are required. Such activities -- some of which are to be graded -- might include five-minute in-class writing assignments, journal keeping, lab reports, essay examinations, short papers, longer papers, or a variety of other writing-to-learn activities of the instructor's invention. Writing assignments and activities in writing-active courses are designed primarily to assist students in mastering course content, secondarily to strengthen students' writing skills. In **writing-intensive courses**, several writing assignments and writing activities are required. These assignments and activities, which are to be spread over the course of the semester, serve the dual purpose of strengthening writing skills and deepening understanding of course content. At least one writing assignment is to be revised by the student after it has been read and commented on by the instructor. In writing-intensive courses, students' writing should constitute no less than 35% of the final course grade. In **writing-centered courses** (English 1001G, English 1002G, and their honors equivalents), students learn the principles and the process of writing in all of its stages, from inception to completion. The quality of students' writing is the principal determinant of the course grade. The minimum writing requirement is 20 pages (5,000 words).

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