

School of Business and Nonprofit Management

Course Syllabus

Course: BSE: 3830, Sports Finance and Operations
Academic Year: 2014/15 **Semester/Quad:** FALL
Credit Hours: 4
Prerequisites: BSE: 2110, 2120, 2310, 2510, 2520, 2810

Instructor: John J. Born, Assistant Professor

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Availability:

Office hours: Tuesdays 10am-1:00pm, Thursdays 11am-1pm or by appointment.

Course Description:

Course Materials:

REQUIRED

Textbook: Dennis Howard and John Crompton, (2013). *Financing Sport Third Edition*. FIT Publishing Company. ISBN: 978-1-935412-42-7

Articles: **Regular** reading of a newspaper's sports or business section or online news-site covering the local, national and international sporting industry.

RESOURCES

ESPN.COM, Sports Illustrated, Sports Business Journal, Sportsbusinessdaily.com, sports.yahoo.com, Chicago Tribune, Forbes

Essential IDEA Objectives:

1. Gaining factual knowledge (terminology, classifications, methods, trends) within sport finance.
2. Learning fundamental financial principles for sports teams, organizations and leagues
3. Developing specific financial skills, competencies, and points of view needed by financial professionals in the sporting industry

Specific Course Objectives:

1. Describe financial trends within the sporting industry.
2. Identify career choices and opportunities in the sport finance field.
3. Calculate profits and losses for sport organizations, graph financial trends and analyze revenues.
4. Identify budgeting practices within sports organizations, including public and private financed facilities.
5. Analyze and evaluate the financial value of sport franchises
6. Describe the impact of collective bargaining, current law-suits and salary caps within professional sports
7. Detail key public sources of finance within major capital development projects.
8. Identify, analyze and calculate funding for a fictitious sport facility.

Course Methodology:

The course primarily utilizes lectures, class discussions and exploratory activities to achieve its objectives. Students will work in groups to discuss case studies, technology advancements and other sports management issues. Assignments, discussions and casework are designed to achieve the course IDEA objectives.

Computer Requirements:

In order to effectively participate in and successfully complete this course, each participant will need to have access to a computer and a high-speed internet connection. Please visit <http://www.northpark.edu/Campus-Life-and-Services/Information-Technology/Network/Minimum-Requirements> for information on computer requirements.

Cell phones, laptops and tablets are not permitted in class without the approval of the instructor.

Technical Skills Required:

None

Schedule of Weekly Assignments:

Dates	Topics	Assignment(s)
Aug 25, 27, 29	Introduction to Class Current Financial Status of the sporting world And College athletics	Course Syllabus Read Prologue and Chapter 1, 2 Introduce NCAA Assignment
Sept 1	No Class Labor Day	
Sept 3, 5	Financial Status of Professional Sports	9/13 NCAA Assignment Due Read Chapter 3
Sept 8, 10, 12	Trends in Sports Facility Investments	Introduce Pro Team Assignment Read Chapter 4 9/12 Pro Team Assignment Due
Sept 15	Exam #1	
Sept 17	Economic Impact and Cost vs Benefits	Read Chapter 5, 6
Sept 19	No Class	

Sept 22, 24, 26, 29	Economic Impact and Cost vs Benefits	Read Chapter 5, 6
Oct. 1, 3, 6, 8, 10	Alternate Justifications for Public Subsidy	Read Chapters 7, 8
Oct 13	Exam #2	
Oct 15	No Class	
Oct 17	No Class	
Oct 20, 22, 24	Sources of Public Sector Funding	Read Chapter 9
Oct 27, 29, 31	Implementation of Public Private Partnerships	Introduce Bond Assignment Read Chapter 10
Nov 3, 5, 7	Revenue Sources From Sports Venues	11/3 Bond Assignment Due Read Chapter 11
Nov 10, 12, 14	Ticket Sales and Operations	Read Chapter 12
Nov 17	Exam #3	
Nov 19, 21, 24	Commercializing Media Rights	Introduce Facility Project Read Chapter 13
Nov 26, 28	No Class	
Dec 1, 3, 5	The Sale of Licensed Merchandise	Read Chapter 14
Dec 8	Review	Facility Project Due
Dec 10-12	EXAM #4	

Grading:

Assignment	Points	Grade %
Attendance and Class Participation	50	6.25%
Article Presentations (4, worth 10 points each)	40	5%
Assignment #1 NCAA Report	100	12.5%
Assignment #2 Pro Leagues	60	7.5%
Assignment #3 Bond Calculations	50	6.25%
Assignment #4 Facility Funding Project	100	12.5%
Exam 1	100	12.5%
Exam 2	100	12.5%
Exam 3	100	12.5%
Exam 4	100	12.5%
Total	800	100%

Grade Mapping:

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
	A (94-100%)		B- (80-83%)		D+ (67-70%)
	A- (90-94%)		C+ (77-80%)		D (63-67%)
	B+ (87-90%)		C (73-77%)		D- (60-63%)
	B (83-87%)		C- (70-73%)		F (<60%)

Assignment Grading Policies:

All assignments are due by the beginning of class. NO LATE WORK ACCEPTED.

Student Responsibilities:

Students are expected to attend all sessions for the duration of the class. Do not be late! Class participation is assessed based on a student's ability to be on time, be prepared and to make meaningful contributions to the class discussion. Reading assignments should be completed prior to the start of class. This course has a strict requirement of documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) prior to that session. You need to provide a reason for your absence. Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

1. Plagiarism – the use of another's work as one's own without giving credit to the individual. This includes using materials from the internet.
2. Copying another's answers on an examination.
3. Deliberately allowing another to copy one's answers or work.
4. Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well. For further information on this subject you may refer to the Academic Dishonesty section of the University's online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Attendance Policy for Undergraduate Courses

Attendance and participation are vital. Thus, students are expected to attend every class session, and to arrive on time – tardiness is not accepted. DO NOT BE LATE. This course has a strict requirement of

documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) prior to that session. You need to provide a reason for your absence. Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

APA Requirement

The School of Business and Nonprofit Management (SBNM) has adopted the Publication Manual of the American Psychological Association (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the APA Manual is to enhance student learning by:

- 1) Improving student’s writing skills.
- 2) Standardizing the required format of all written assignments in all SBNM courses.
- 3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- 4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the APA Manual, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website. It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact your program's office (Business: 773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/ada>

Instructor Responsibilities:

Students can expect the instructor to serve as a resource both in and out of the classroom. The instructor will be prepared with a lesson for each class session with opportunities for class participation. The instructor is available to students for questions about class concepts, assignments and overall guidance.

ASSIGNMENT SPECIFICATIONS

Overview:

Students will complete most assignments individually and some in groups. All assignments should be completed using APA format unless otherwise noted by the instructor. **NO LATE WORK ACCEPTED.**

CLASS PARTICIPATION AND ATTENDANCE

Assignment Specifications:

Effective communication skills, including the regular exchange of ideas and discussion items is paramount to an effective sports management professional. Class participation will be expected and graded throughout the semester.

Criteria	45-50 Points	39-44 Points	30-38 Points	<30 Points
OVERALL ANALYSIS	Attends at minimum 90% of classes. Contributes in a significant way to the classroom discussion	Attends at minimum 80% of classes. Has active participation, may answer only when	Attends at minimum 70% of classes. Has minimal participation.	Attends less than 70% of classes. When present is not involved in

Criteria	45-50 Points	39-44 Points	30-38 Points	<30 Points
	by regularly adding own insight, integrating with or relating concepts to real-world applications, draws relevant and appropriate observations from readings.	called on, but demonstrates good understanding of concepts and application of the material to real-world situations.	Answers only when called upon with little understanding of material.	class discussion. Answers with little more than "I don't know."

ARTICLE PRESENTATION

Assignment Specifications: Every student will be given 4 dates to search for an article that gives a real-world example of the topics we are currently covering in class. For example, when we are covering naming rights, an article about "Farmers Field" would be sufficient. The student will give a 5 minute over-view of the article including a 1 or 2 slide, PowerPoint presentation highlighting the main points of the article. Students are to email me as well as bring a copy of the presentation on a computer or flash drive.

Criteria	5-10 Points	1-5 Points	0 Points
Article Presentation	PowerPoint is concise, with no errors. Presentation was fluid and article is relevant to class discussions. Total presentation time with class discussion took at a minimum 7 minutes. Source was cited as well as linked into the PowerPoint.	PowerPoint contained errors. Presentation was stagnant, article was not relevant or lacked in content. Total presentation time took less than 7 minutes. Source was neither cited or linked.	Student is not prepared on his/her presentation date.

ASSIGNMENTS # 1,2, 3, 4 NCAA Report, Pro Leagues, Bond Calculations and Facility Funding

Assignment(s) Specifications: All four assignments will be uploaded to Moodle, with concise directions, expectations and the point value associated with each problem. You will work in a group of two for each assignment.