Division: Kinesiology, Health & Sport Studies (KHS)
Course: Sport Finance – KHS 7581
Location: Online
Office Hours: By appointment
Phone: 313.577.3048 (work)
248.935.5259 (cell)
Email: candice.howard@wayne.edu

Course Description:
This course examines the financial tools that sports managers use to run their sport businesses. As such, it explores traditional and innovative methods of revenue acquisition and financial management in sports organizations, the financial business structure of sports organizations, and the financial planning and forecasting processes that make organizations effective. Various other aspects of finance are discussed as they relate to sports organizations, including the time value of money, capital structuring, stocks and bonds, inventory management, and taxation.

REQUIRED TEXT:

Course Outcomes:
Upon satisfactory completion of the course, you will be able to do the following:
1. Appreciate the current financial status of diverse segments of the sport industry.
2. Demonstrate the ability to analyze and problem-solve various cases relating to financial management in sport.
3. Understand the application of financial analyses and forecasts to sports organizations.
4. Demonstrate appropriate skills with spreadsheets for budgeting and managing financial resources.
5. Understand fund-raising strategies used to generate revenues for sport enterprises.

Grading System:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92%</td>
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<tr>
<td>B+</td>
<td>88-89%</td>
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<tr>
<td>B</td>
<td>84-87%</td>
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<tr>
<td>B-</td>
<td>80-83%</td>
</tr>
<tr>
<td>C+</td>
<td>78-79%</td>
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<tr>
<td>C</td>
<td>75-77%</td>
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<tr>
<td>C-</td>
<td>72-74%</td>
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<tr>
<td>D</td>
<td>67-69%</td>
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<tr>
<td>D-</td>
<td>64-66%</td>
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<tr>
<td>F</td>
<td>&lt;67%</td>
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</tbody>
</table>

Course Content:

I. Basics of Sport Finance
   A. Financial Issues in Sport
   B. Basic Financial Concepts
   C. Budgeting 101

II. Government and Other Influences on Finance
A. Financial Systems and How They Operate  
B. Business Structures, Bankruptcy, and Taxation

III. Principals of Financial Analysis  
A. Financial Statements, Forecasts, and Planning  
B. Time Value of Money

IV. Capital Structuring  
A. Obtaining Funding  
B. Capital Stocks  
C. Bonds

V. Financial Management  
A. Capital Budgeting  
B. Short-Term Financial Management  
C. Inventory and Production Management

VI. Profits and Losses  
A. Spending Earnings  
B. Auditing  
C. Exit Strategy

VI. Current Issues  
A. Effect of the Recession on Sport Finance  
B. Sport Finance Trends Across Four Sectors: A Current Analysis  
C. Applied Sport Finance (Case Study)

Course Assignments and Points:

Web/Syllabus Agreement – A small quiz going over the requirements for the online learning environment. In order to open the first module this must be completed.

<table>
<thead>
<tr>
<th>Module</th>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Financial Literacy Quiz</td>
<td>5 points</td>
</tr>
<tr>
<td>Module 1</td>
<td>Blog Post</td>
<td>10 points</td>
</tr>
<tr>
<td>Module 2</td>
<td>Unit Quiz</td>
<td>5 points</td>
</tr>
<tr>
<td>Module 3</td>
<td>Unit Quiz</td>
<td>5 points</td>
</tr>
<tr>
<td>Module 4</td>
<td>Unit Quiz</td>
<td>5 points</td>
</tr>
<tr>
<td>Module 5</td>
<td>Blog Post</td>
<td>10 points</td>
</tr>
<tr>
<td>Module 6</td>
<td>Unit Quiz</td>
<td>5 points</td>
</tr>
<tr>
<td>Module 6</td>
<td>Unit Quiz</td>
<td>5 points</td>
</tr>
</tbody>
</table>
## Personal Budget Project
10 points

## Stock Market Project
10 points

## Expense Log Project
10 points

## Case Study
20 points

### Class Schedule Deadlines:

- **Introduction Module**
  - January 16, 2017 11:59pm

- **Module 1**
  - January 23, 2017 11:59pm

- **Stock Market Company Evaluation (3 Companies)**
  - January 23, 2017 11:59pm

- **Module 2**
  - February 6, 2017 11:59pm

- **Module 3**
  - February 20, 2017 11:59pm

- **Personal Budget Project**
  - February 20, 2017 11:59pm

- **Module 4**
  - March 6, 2017 11:59pm

- **Module 5**
  - March 20, 2017 11:59pm

- **Module 6**
  - April 3, 2017 11:59pm

- **Expense Log Project**
  - April 3, 2017 11:59pm

- **Module 7**
  - April 17, 2017 11:59pm

- **Case Study**
  - April 17, 2017, 11:59pm

- **Stock Market Project Final Ledger**
  - April 24, 2017 11:59pm

### Withdrawal Policy:

Students who withdraw from a course will receive a grade of WP, WF, or WN.

- WP will be awarded if the student is passing the course (based on work due to date) at the time the withdrawal is requested
- WF will be awarded if the student is failing the course (based on work due to date) at the time the withdrawal is requested
- WN will be awarded if no materials have been submitted, and so there is no basis for a grade

Students must submit their withdrawal request on-line through Pipeline. The faculty member must approve the withdrawal request before it becomes final, and students should continue to attend class until they receive notification via email that the withdrawal has been approved. Beginning in fall 2011, the last day to withdraw will be at the end of the 10th full week of classes. The withdrawal date for courses longer or shorter than the full 15-week terms will be adjusted proportionately. The last day to withdraw is Wednesday August 3, 2016.

### Attention Students with Disabilities:

If you have a documented disability that requires accommodations, you will need to register with Student Disability Services (SDS) for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TDD only). Once you have your
accommodations in place, I will be glad to meet with you privately during my office hours to discuss your special needs. Student Disability Services’ mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University.

Please be aware that a delay in getting SDS accommodation letters for the current semester may hinder the availability or facilitation of those accommodations in a timely manner. Therefore, it is in your best interest to get your accommodation letters as early in the semester as possible.

**Religious Observance Policy:**

Because of the extraordinary variety of religious affiliations represented in the University student body and staff, the Wayne State University calendar makes no provision for religious holidays. It is University policy, however, to respect the faith and religious obligations of the individual. Students who find that their classes or examinations involve conflicts with their religious observances are expected to notify their instructors well in advance so that alternative arrangements as suitable as possible may be worked out.