Division: Kinesiology, Health, and Sport Studies
Program Area: Sports Administration
Course/Section #: KHS 7581 26487
Course Title: 216 State Hall
Term/Year: Winter 2014
Course Location: 216 State Hall
Day/Time: Wednesday, 6:00-8:45
Instructor: Brian Swinehart
Office Hours: By Appointment
E-mail: brianswinehart@wlcsd.org
Phone: 248-818-7369

Course Description: This course will provide the student with a practical background regarding the principles of financial management, economic theory, and financial system for the purpose of planning, administrating, reporting, and evaluating the financial performance of sport-related entities.

Course Objectives: Upon the completing of the course the student will be able to:
1. Understand the budget process.
2. Recognize the source of revenue for sport organizations and facilities.
3. Be able to articulate the rationale for the use of public and private resources for sport
4. Be able to participate in economic research and to explain the results of the research to various publics.
5. Understand the concepts of sponsorships, naming rights, and ticket pricing.
6. Be able to apply a number of financial planning and control techniques to the operation of sport organizations.


Additional readings will be posted to Blackboard.

Course Assignments: Additional detail will be posted on Blackboard and discussed in class.

1. Current Topics Articles (40 points) Four times during the term, you will find an article from a current magazine, newspaper, periodical, e-zine or other media that addresses a current issue in sport finance related to course topics from the defined chapters. You will summarize and critique the article for a written 1 page summary and share with class on due date.
2. Finance /Sponsorship Staff Interview. (60 points) Contact a finance department or sponsorship staff member at a sports organization and find out about his/her role and responsibilities at the organization, how they contribute to the success of the organization, types of reports they provide
to management/leadership, and their challenges. Include an analysis of a match with your skills and experiences for a position/career in this field. This paper needs to be 2 to 3 pages.

3. **Case Study (Small Group Project).** (100 points) Working in groups of 2 – 3 students, your group will present and lead a class discussion on an approved case study involving a major sport franchise, athletic department, or sport related business. Analysis of financial aspects such as budgeting procedures and expenses inherent to that specific organization will need to be included. Students will receive an individual grade based on the class discussion and a group grade on the written paper. Each case study will be worth 40 points and 10 points for presentation each per individual group member.

4. **Financial Analysis Project/Presentation** (100 points). Each student will be required to prepare an in depth analysis of a sport organization financing strategies to include. Students will be required to provide a summary online for class discussion on Blackboard.
   1. Budget analysis – revenue vs. profit / recommendations for improvement;
   2. Revenue development strategies – analysis and critique / Recommendations;

5. **Blackboard Discussion (100 Points)** Students are expected to actively participate in the Blackboard Discussion. Students will discuss about the issues related sport finance practices based on their reading assignment or personal experience. Being an active participant can help you accumulate your discussion points. Each Blackboard discussion will be worth 10 points.

**Points will be awarded based on the following assignments:**

1. Current Topic Articles 40
2. Finance / Sponsorship Staff Interview 60
3. Case Study (Small Group Project) 100
4. Financial Analysis Project/Presentation 100
5. Blackboard Discussions 100

**Total Points:** 400

**Course Grading**

A = 93 – 100%  
A- = 90 – 92.99%  
B+ = 87 – 89.99%  
B = 83 – 86.99%  
B- = 80 – 82.99%  
C+ = 77 – 79.99%  
C = 73 – 76.99%  
F = 72% or below

**Class Policies & Expectations:**

1. Attendance is required. Students who miss more than two class sessions will not be eligible for an “A” grade.
2. I expect that students will arrive to class on time and prepared to participate. Arriving late is a disruption to class and to the other students.
3. **Grades for assignments turned in late will be reduced by 10% for each day that they are late, including weekends.**
4. **Assignments not turned in within 10 days of the due date will not be graded.**
5. **All assignments should be turned in via Blackboard.**
6. A grade of Incomplete will only be considered when circumstances such as serious illness or accident prevent the student from completing coursework within the term. A number of unsupported absences, failure to complete course requirements or learning of a low grade near the end of the
semester does not justify an “I” grade. An Incomplete will not be awarded if a student is not passing at the time of the request.

7. Students are encouraged to participate in class discussion and to demonstrate their understanding of assigned readings. Come to class prepared. Think critically and give constructive feedback. Active involvement in all aspects of class and regular attendance are expected. Students are responsible for obtaining notes and handouts for missed classes.

**Guidelines for Written Assignments:**
All assignments should be submitted using APA style guidelines. More information can be found online.

Points will be deducted for poor grammar, spelling, punctuation, or other typographical errors.

**Plagiarism:**

Plagiarism includes copying material (any more than 5 consecutive words) from outside texts or presenting outside information as if it were your own by not crediting authors through citations. It can be deliberate or unintended. If you’re in doubt about the use of a source, cite it. Students caught plagiarizing information from other sources will receive a failing grade in the course. University policy states that students can be subject to multiple sanctions, from reprimand to expulsion as a consequence of academic dishonesty. To enforce this policy, all outside references must be submitted with assignments.

The College of Education has a “zero tolerance” approach to plagiarism and other forms of academic dishonesty. Specific examples of academic dishonesty, including what constitutes plagiarism, can be found in the University’s Undergraduate Bulletin, the Undergraduate Student Handbook, and the Student Due Process Policy. It is each student’s responsibility to read these documents to be aware of which actions are defined as academic dishonesty.

Students are advised to think carefully and thoroughly, ask for help from instructors if it is needed, and to make smart decisions about their academic work.

**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.
Course Schedule:

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<th>Date</th>
<th>Topic</th>
<th>Reading / Assignments</th>
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<td>1/9</td>
<td>Introductions / Overview of the course / Syllabus / Financial Challenges</td>
<td></td>
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<tr>
<td>1/16</td>
<td>Economics and Sport / Financial Planning / Financial Basics</td>
<td>Chapter 1 &amp; 2 ONLINE BLACKBOARD DISCUSSION #1</td>
</tr>
<tr>
<td>1/23</td>
<td>Trend in the Sport Facility Investment / Alternative Justification for Public Subsidy</td>
<td>Chapter 3 &amp; 5 Current Topics Article #1 Due (Ch 1 &amp; 2)</td>
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<td>1/30</td>
<td>Public Sector Funding Issues</td>
<td>Chapter 6 ONLINE BLACKBOARD DISCUSSION #2</td>
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<td>2/6</td>
<td>Economic Impact Analysis / Sport Enterprises’ Revenue Sources</td>
<td>Chapter 4 &amp; 7 Current Topics Article #2 Due (Ch 3 - 5)</td>
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<td>2/13</td>
<td>Public – Private Partnership</td>
<td>Chapter 8 ONLINE BLACKBOARD DISCUSSION #3</td>
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<tr>
<td>2/20</td>
<td>Ticket Sales</td>
<td>Chapter 9</td>
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<tr>
<td>2/27</td>
<td>Broadcasting Rights / Concessions</td>
<td>Chapter 10 &amp; 11 Current Topics Article #3 Due (Ch 6 - 9)</td>
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<td>3/6</td>
<td>Fundraising</td>
<td>Chapter 16 ONLINE BLACKBOARD DISCUSSION #4</td>
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<td>3/13</td>
<td>No Class / Spring Recess</td>
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<tr>
<td>3/20</td>
<td>Sponsorship</td>
<td>Chapter 13 &amp; 14</td>
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<tr>
<td>3/27</td>
<td>Sponsorship</td>
<td>Chapter 15 Current Topics Article #3 Due (Ch 9 - 15)</td>
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<td>4/3</td>
<td>Financial Analysis Project Due–</td>
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<tr>
<td>4/10</td>
<td>NO CLASS</td>
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<tr>
<td>4/17</td>
<td>Case Study Discussion/Presentation</td>
<td>Finance/Sponsorship Staff Interview Due</td>
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<tr>
<td>4/24</td>
<td>Case Study Discussion/Presentation</td>
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