



SYLLABUS

Course Information

Course Number:	KIN 284
Course Title:	Financial Aspects of Sport
Course Code:	28880
Units:	3
Semester:	Spring 2015
Course Meeting Days:	Monday
Course Meeting Time:	7:00pm –9:45pm
Meeting Place:	MacQuarrie Hall 322
Prerequisites:	Graduate Standing

Instructor Information

Name:	Arman P. Medina
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Office Hours:	By appointment

San José State University Mission Statement

In collaboration with nearby industries and communities, SJSU faculty and staff are dedicated to achieving the university's mission as a responsive institution of the state of California: To enrich the lives of its students, to transmit knowledge to its students along with the necessary skills for applying it in the service of our society, and to expand the base of knowledge through research and scholarship.

http://www.sjsu.edu/about_sjsu/mission/

Department of Kinesiology Mission Statement

In an atmosphere of social justice, equity, and sensitivity to issues of diversity, the Department of Kinesiology seeks to:

- Assist in fulfilling the mission of San Jose State University
- Prepare exemplary professionals in the field of Kinesiology
- Promote and provide for physically active lifestyles for all
- Promote and provide for the academic study of human movement, physical activity, and sport

Additionally, the department will:

- Provide a high quality educational experience for our students
- Instill respect for lifelong learning and critical thinking
- Prepare students for life and society
- Offer a broad based and contemporary selection of activity, general education, undergraduate, and graduate courses
- Promote and provide for scholarship and professional activity
- Facilitate and promote community interaction

<http://www.sjsu.edu/kinesiology/about/>



Kinesiology Department Graduate Degree Program Student Learning Outcomes

Students will be able to:

- Synthesize information in Kinesiology and communicate it clearly and concisely in a written manner utilizing appropriate APA style.
- Synthesize information in Kinesiology and communicate it clearly and concisely in an oral manner.
- Demonstrate the acquisition of knowledge and strength in an area of study within Kinesiology through the graduate culminating experience.

http://www.sjsu.edu/kinesiology/learning_outcomes/

Student Learning Objectives (SLO)

After successfully completing the course, students will be able to demonstrate

1. Knowledge learned in this course and apply it to real world situations
2. Possess the knowledge required to effectively apply basic finance concepts to a sport manager's daily business.
3. The ability to analyze financial data and make recommendations to his/her superiors.
4. The knowledge to justify or deny the expenditure of public resources for private sports facilities.
5. Ability to explain the principles and benefits of an economic impact analysis for a sport facilities or a city.
6. The understanding of a budget and budgeting for a sport entity.
7. The ability to explain both traditional and contemporary streams of revenue important for a variety of sport organizations (including tickets, concessions, merchandise, luxury seating, and sponsorships).

Expectation for Students/Course Requirements

1. All students are expected to read the assigned readings before the lecture
2. All students are expected to participate in the class discussions from the assigned readings.
3. If you chose not to subscribe to the Sports Business Daily and Sport Business Journal you are expected to locate other articles in lieu of the subscription.
4. Students are expected to attend every class and to take the exams as scheduled.
 - a. No makeup exams are given and late homework is not accepted.
 - b. Written documentation of any illness, medical emergency or death of a close relative will be the exception. Contact instructor as soon as possible.
5. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith or a University Sponsored Activity with prior written notification via email to the instructor.
6. No noise-making electronic devices (lap tops, phones, calculators, etc.) are allowed.
7. Computers may only be used for class related activities.
8. Students must plan to spend a minimum of 6 hours per week outside of class time in order to complete all requirements, including readings, and submit assignments on schedule.
9. Check email on a regular basis and respond to emails in a timely manner.



Course Description

Examines traditional and innovative methods of revenue acquisition available to sport organizations. Current financial challenges, innovative concepts and strategies used in financing sport operation.

<http://info.sjsu.edu/web-dbgen/catalog/courses/KIN284.html>

Required Text

Brown, M.T., Rascher, D.A., Nagel, M.S., & McEvoy, C.D. (2010). Financial management in the sport industry. Scottsdale, AZ: Holcomb Hathaway.

<http://www.hh-pub.com/Financial-Management-in-the-Sport-Industry-P34.aspx>

ISBN 978-1-934432-04-4

Lewis, M. (2004). Moneyball: The art of winning an unfair game. New York, NY: W. W. Norton & Company, Inc.

<http://books.wwnorton.com/books/detail.aspx?ID=7520>

ISBN 978-0-393-32481-5

Case Studies in Sport Management

CSSM Volume 1, 2012

Case 3: A Budgeting Crisis at Little State University

CSSM Volume 1, 2012

Case 6: Maybe It Is About the Bike: The LIVESTRONG Community and Lance Armstrong Allegations

CSSM Volume 2, 2013

Case 7: San Marcos Municipal Events Center A Capital Budgeting Case

CSSM Volume 2, 2013

Case 8: Diamond Dollars Case Competition: The Mike Trout Dilemma

CSSM Volume 3, 2014

Case 2: Blazing Golf Trails in Wisconsin: Attracting Avid Golf Travelers to the State

<http://libaccess.sjlibrary.org/login?url=http://journals.humankinetics.com/cssm>

12 week subscription of the *Street & Smith's Sport Business Journal & Sport Business Daily*

- HIGHLY RECOMMENDED not Required
- Special student subscription rate \$84.
- Regular subscription for *SBD & SBJ* costs \$1,559 annually

Or 12 week subscription of the *Street & Smith's Sport Business Daily*

- RECOMMENDED not Required
- Special student subscription rate \$55.
- Regular subscription for *Sport Business Daily* costs \$440 for 12 weeks

Use link below to purchase subscription:

www.sbjcollege.com/subscribe

CANVAS and MYSJSU Messaging

Course materials such as the course syllabus and major assignment handouts will be located on CANVAS) the content management system we use at SJSU. You are responsible for regularly checking with the messaging system through MySJSU (or other communication system as indicated by your instructors).



Grading Schedule

Class Participation	100
Sport Current Events	100
Textbook Chapter Presentations	200
Book Chapter Presentations	100
Team Case Study Presentations	50
Individual Case Study Presentations	100
Final Paper Outline & References	50
Final Paper	250
<u>Final Paper Presentations</u>	<u>50</u>
Total	1000

*Detailed instructions for each assignment will be given during class including grading criteria

Grading Scale

97-100	A+
94-96	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0-59	F

Scale may be curved if it is to the advantage of the students.

Grading in KIN Graduate Coursework. The following points should be carefully considered throughout your graduate degree journey:

- Students may not count a grade of C- or lower towards graduation, and such a grade cannot be included on the student's final candidacy form. Students receiving a grade of C- or lower in a course must take another course to substitute on the final candidacy form.
- Students must maintain an overall GPA of 3.0 at all times. Failure to do so will result in the student being placed on academic probation, at which time the student will be required to raise his or her GPA above the 3.0 minimum the following semester or risk disqualification from the program.

http://www.sjsu.edu/kinesiology/docs/KIN_Grad_Handbook_12-13.pdf

San José State University Policies

All SJSU Policies in the Catalog, Schedule of Classes and Academic Senate apply to this course. <http://info.sjsu.edu/static/catalog/policies.html>

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's catalog policies.

<http://info.sjsu.edu/static/catalog/policies.html>



Add/drop deadlines can be found

<http://www.sjsu.edu/registrar/calendar/2144/index.html>

Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub

<http://www.sjsu.edu/advising/>

Academic Integrity

Students should know that the University's Academic Integrity Policy is available at

<http://info.sjsu.edu/static/catalog/integrity.html>

Your own commitment to learning, as evidenced by your enrollment at San José State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. <http://www.sjsu.edu/studentconduct/>

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Accessible Education Center <http://www.sjsu.edu/aec/>.

Course Schedule

The dates below correspond to when each assignment is due.

Week 1

Monday 1/26/15 Introductions
Review Syllabus

Week 2

Monday 2/2/15 Sport Current Events – **GROUP 5**
Financial Management Chapter 1 – **GROUP 1**

Week 3

Monday 2/9/15 Sport Current Events – **GROUP 3**
Financial Management Chapter 2 – **GROUP 2**
Moneyball Preface – **GROUP 1**
Moneyball Chapter 1 – **GROUP 5**
CSSM Volume 1, 2012 - **GROUP 4**
Case 3: A Budgeting Crisis at Little State University

Week 4

Monday 2/16/15 Sport Current Events – **GROUP 4**



		<u>Financial Management</u> Chapter 3 – GROUP 3 <u>Moneyball</u> Chapter 2 – GROUP 2 CSSM Volume 1, 2012 – GROUP 1 Case 6: Maybe It Is About the Bike: The LIVESTRONG Community and Lance Armstrong Allegations
Week 5 Monday	2/23/15	Sport Current Events – GROUP 1 <u>Financial Management</u> Chapter 4 – GROUP 4 <u>Moneyball</u> Chapter 3 – GROUP 3 CSSM Volume 2, 2013 – GROUP 5 Case 7: San Marcos Municipal Events Center A Capital Budgeting Case
Week 6 Monday	3/2/15	Final Paper Outline & References Due on CANVAS 2:00pm Sport Current Events – GROUP 3 <u>Financial Management</u> Chapter 5 – GROUP 5 <u>Moneyball</u> Chapter 4 – GROUP 4 CSSM Volume 2, 2013 – GROUP 2 Case 8: Diamond Dollars Case Competition: The Mike Trout Dilemma
Week 7 Monday	3/9/15	Sport Current Events – GROUPS 4 & 5 <u>Financial Management</u> Chapter 6 – GROUP 1 <u>Moneyball</u> Chapter 5 – GROUP 2 CSSM Volume 3, 2014 – GROUP 3 Case 2: Blazing Golf Trails in Wisconsin: Attracting Avid Golf Travelers to the State
Week 8 Monday	3/16/15	Sport Current Events – GROUPS 1 & 5 <u>Financial Management</u> Chapter 7 – GROUP 2 <u>Financial Management</u> Chapter 8 – GROUP 3 <u>Moneyball</u> Chapter 6 – GROUP 4
Week 9 Monday	3/23/15	No Class Spring Recess
Week 10 Monday	3/30/15	Sport Current Events – GROUP 1 <u>Financial Management</u> Chapter 9 – GROUP 4 <u>Financial Management</u> Chapter 10 – GROUP 5 <u>Moneyball</u> Chapter 7 – GROUP 3 Individual Case Study - Members of GROUP 2
Week 11 Monday	4/6/15	Sport Current Events – GROUP 2 <u>Financial Management</u> Chapter 11 – GROUP 1



Moneyball Chapter 8 – **GROUP 3**

Moneyball Chapter 9 – **GROUP 5**

Individual Case Study - Members of **GROUP 4**

Week 12

Monday 4/13/15

Sport Current Events – **GROUPS 3 & 4**

Financial Management Chapter 12 – **GROUP 2**

Moneyball Chapter 10 – **GROUP 1**

Individual Case Study - Members of **GROUP 5**

Week 13

Monday 4/20/15

Class Rescheduled to 6:30pm

MANDATORY

San Jose Giants vs. Inland Empire

Municipal Stadium, 588 East Alma Ave., San Jose, CA 95112

Week 14

Monday 4/27/15

Sport Current Events – **GROUP 2**

Financial Management Chapter 13 – **GROUP 3**

Financial Management Chapter 14 – **GROUP 4**

Moneyball Chapter 11 – **GROUP 5**

Individual Case Study - Members of **GROUP 1**

Week 15

Monday 5/4/15

Sport Current Events – **GROUP 2**

Financial Management Chapter 15 – **GROUP 5**

Moneyball Chapter 12 – **GROUP 1**

Moneyball Epilogue – **GROUP 4**

Moneyball Afterword – **GROUP 2**

Individual Case Study - Members of **GROUP 3**

Week 16

Monday 5/11/15

Final Paper - Peer Review

Finals Week

Monday 5/18/15

7:45pm – 10:00pm

Final Paper **Due on CANVAS at 2:00pm**

Final Paper Presentations

Class Participation

- 100 points
- **THIS IS NOT AN ATTENDANCE GRADE**
- This class relies on participation
- If you are not here you cannot participate
- You must have a question prepared for the current chapter or case study
 - You will be called on randomly
- You are expected to participate in Sport Current Events
 - You should have a sport article to discuss each class
- Point Breakdown
 - 0 missing participation 100 points



- 1 missing participation 95 points
- 2 missing participation 75 points
- 3 missing participation 55 points
- 4 missing participation 0 points

Sport Current Events

- 100 points
- This is an open discussion using Sport Business Daily as a primary source
- Everyone should have an to article to discuss each class
- Groups will be responsible to lead three class discussions on Sport Current Events
 - Each member must have a couple articles to discuss
 - See Course Schedule for dates
 - 33, 33 and 34 points respectively for each of the three times your group leads the discussion
 - 0 points if you miss class when your group is leading the discussion

Textbook Chapter Presentations

- 200 points
- 66, 67 and 67 points respectively for each of the three times your group leads the discussion
- Everyone should read the chapter and have one question for the discussion
- Your group will lead the discussion on your assigned chapter
 - Recap chapter
 - Explain key concepts
 - Review new vocabulary
 - How do you apply this to real world situations?
 - Presentation slides are expected
 - Handouts are not necessary
 - See Course Schedule for dates
 - 0 points if you miss class when your group is presenting the chapter

Book Chapter Presentations

- 100 points
- 33, 33 and 34 points respectively for each of the three times your group leads the discussion
- Everyone should read the chapter and have one question for the discussion
- Your group will lead the discussion on your assigned chapter
 - Recap chapter
 - How does this relate to the textbook?
 - Presentation slides are expected
 - Handouts are not necessary
 - See Course Schedule for dates
 - 0 points if you miss class when your group is presenting the chapter

Team Case Study Presentations

- 50 points
- Everyone should read the case study and have one question for the discussion
- Your group will lead the discussion on your assigned case study
 - Recap the case study



- Explain key concepts
- How do you apply this to real world situations?
- Presentation slides are not necessary
- Handouts are not necessary
- See Course Schedule for dates
- 0 points if you miss class when your group is presenting the case study

Individual Case Study Presentations

- 100 points
- You will pick a case study related to our class
- You will lead the discussion on your choice
 - Recap the case study
 - Explain key concepts
 - How do you apply this to real world situations?
 - Presentation slides are not necessary
 - Handouts are not necessary
 - See Course Schedule for dates
 - 0 points if you miss class when your group is presenting the case study

Final Paper Outline & References

- 50 points
- Due Monday 3/2/15 2:00pm on CANVAS as a pdf file
- Outline format or a couple of paragraphs to introduce your paper.
- Include your preliminary thesis statement
- Include potential references
- Please see the instructions for the Final Paper

Final Paper

- 350 points
- Due Monday 5/18/15 2:00pm on CANVAS as a pdf file
- Open topic related to class
- At least 15 pages not including cover or references
- APA Format
- Must use three citations from the book
 - Citations must be tied in to the paper
 - The paper cannot have random quotes
- Must use two scholarly references
 - References must be tied in to the paper
 - The paper cannot have random quotes
 - Sports Illustrated and the New York Times is not scholarly
- Avoid Common Point Deductions
 - Follow assignment directions
 - 15 pages not 14.5 or 14.75 pages
 - Proper APA
 - 1 inch margins
 - Spelling or Grammatical errors

Presentation of Paper

- 50 points



- Recap of paper
- Timed 4 to 6 minute presentation
- Point deductions for going under or over time limit
- This should be a professional presentation that has been rehearsed several times

Disclaimer

This syllabus is subject to modification. The instructor will communicate with students on any changes.