San José State University
CASA/Department of Kinesiology
KIN 284, Financial Aspects of Sport, Spring 2016

Contact Information
Instructor: Dr. Cole Armstrong
Office Location: SPX 113
Telephone: (409) 924-8931
Email: cole.armstrong@sjsu.edu (best way to reach me)
Office Hours: M 11:00am – 12:00pm & by appointment
Class Days/Time: T 7:00pm – 9:45pm
Classroom: SPX 163

MYSJSU Messaging and Canvas
In order to ensure that you receive all pertinent email communication, you must have a current and accurate email address in the MySJSU system. Please check to make sure your email is updated in MySJSU. Copies of course materials such as the syllabus (greensheet) and major assignment handouts may be found on Canvas. For more information on setting up your account go to http://www.sjsu.edu/ecampus/students.

Course Description
Through this course students will examine economic and finance theories applied to sport and entertainment organizations and administration. Specific topic areas covered include accounting, economics, finance, budgets, and policy procedures.

Kinesiology Department Graduate Degree Program Student Learning Outcomes
Students will be able to:

1. Synthesize information in Kinesiology and communicate it clearly and concisely in a written manner utilizing appropriate APA style.
2. Synthesize information in Kinesiology and communicate it clearly and concisely in an oral manner.
3. Demonstrate the acquisition of knowledge and strength in an area of study within Kinesiology through the graduate culminating experience.
Course Goals and Student Learning Objectives

Upon successful completion of the course, students will be able to:

1. Effectively apply basic business concepts to a sport and entertainment setting.
2. Exhibit the ability to produce a computer generated financial report in a format common to the business world.
3. Interpret statistical findings commonly found in management research reports.
4. Analyze financial data and make recommendations to management concerning financial position and produce a budget for your department or organization.
5. Discuss sport and entertainment business practices.

Required Texts/Readings

Textbook

Case Studies in Sport Management (Subject to change)
Examples:
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

Definition of a Credit Hour

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

As an example, the expectation of work for a 3-credit course is 150-minutes of direct faculty instruction and six hours of out-of-class student work each week.

Library Liaison

Emily Chan: emily.chan@sjsu.edu
(408) 808-2044
Teaching Strategies
The course will be delivered via lecture with PowerPoint slides. Class discussions (both in class and via Blackboard) linked to relevant topics may be used to enhance lectures.

Assignments and Grading Policy

Course Evaluation, PLO#

- **Exams (40 points):** Three exams will be given over the course of the semester. All exams will be administered in class (closed book). The exams will consist of a mix of multiple choice, true/false, and short answer questions. The two of three best exam scores will comprise your final grade.

- **Presentations (20 points)** Students will work in groups of two and will be required to present two assigned chapters from the textbook to the class. This presentation will serve as the daily lecture and will form the basis from which the week’s class discussion will be drawn. Each group will be evaluated on the thoroughness of their presentation, the quality of the material presented, and their ability to engage the students with questions/materials/audio visuals, etc.

- **Case Study (25 points):** The objective of the assignment is to evaluate a hypothetical case study and provide a written response to the questions posed. Students will work in groups of two and will be required to confirm the case study with the instructor prior to completion of the task. Each group will be required to provide a 5 page (maximum) write up (15 points) of the case study, as well as provide a 15 minute “talk” on the case study to the class (10 points).

- **Financial Current Event Individual Writing Assignment (10 points):** Students will complete one individual written assignments, worth 10 points. Assignments must be no more than 4 pages in length, double-spaced, 12-point Times New Roman font, one-inch margins. All writing must be utilizing current APA style guidelines. The topic will relate to a current sport finance type of event. Students will be required to provide a brief background of the situation and critically evaluate the situation presented.

- **Quizzes (5 points):** Quizzes will be given periodically throughout the semester either with or without prior warning. Students are expected to be in class on a daily basis as quizzes may be given at any time. If students miss a quiz it may not be made up.

Grading

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A+</td>
<td>100-97%</td>
</tr>
<tr>
<td>A</td>
<td>96.9-93%</td>
</tr>
<tr>
<td>A-</td>
<td>92.9-90%</td>
</tr>
<tr>
<td>B+</td>
<td>89.9-87%</td>
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<tr>
<td>B</td>
<td>86.9-83%</td>
</tr>
<tr>
<td>B-</td>
<td>82.9-80%</td>
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<tr>
<td>C+</td>
<td>79.9-77%</td>
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<tr>
<td>C</td>
<td>76.9-73%</td>
</tr>
<tr>
<td>C-</td>
<td>72.9-70%</td>
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<tr>
<td>D+</td>
<td>69.9-67%</td>
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<tr>
<td>D</td>
<td>66.9-63%</td>
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<tr>
<td>D-</td>
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<tr>
<td>F</td>
<td>59.9-0%</td>
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</table>
University Policies

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 section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latdrops/policy/. 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 at http://www.sjsu.edu/advising/.

Consent for Recording of Class and Public Sharing of Instructor Material

University Policy S12-7, http://www.sjsu.edu/senate/docs/S12-7.pdf, requires students to obtain instructor’s permission to record the course.

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf requires 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. The Student Conduct and Ethical Development website is available at 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 your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Integrity Policy S07-2 requires approval of instructors.
Campus Policy in Compliance with the Americans with 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 during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

In 2013, the Disability Resource Center changed its name to be known as the Accessible Education Center, to incorporate a philosophy of accessible education for students with disabilities. The new name change reflects the broad scope of attention and support to SJSU students with disabilities and the University's continued advocacy and commitment to increasing accessibility and inclusivity on campus.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

SJSU Peer Connections

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in
the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.

**SJSU Writing Center**

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

**SJSU Counseling Services**

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling Services website at http://www.sjsu.edu/counseling.

The Center is located at MacQuarrie Hall (MH) 533. (tel) 408.924.2910; (email) sjsustudentsuccess@gmail.com
KIN 284 Course Schedule, Fall 2015

This is a tentative schedule and as such is subject to change with fair notice. Advance notice for any changes will be provided by the professor.

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<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment/Notes</th>
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<tr>
<td>1</td>
<td>2/2/16</td>
<td>Welcome/Introductions/Syllabus</td>
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<td>2</td>
<td>2/9/16</td>
<td>Intro to Sport Finance</td>
<td>Ch. 1</td>
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<td>3</td>
<td>2/16/16</td>
<td>Analyzing Financial Statements and Ratios</td>
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<td>2/23/16</td>
<td>Risk</td>
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<td>5</td>
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<td>3/8/16</td>
<td>Time Value of Money</td>
<td>Ch. 4</td>
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<td>Intro to Financial Management</td>
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<td>3/29/16</td>
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<td>4/5/16</td>
<td>Debt and Equity Financing</td>
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<td>5/3/16</td>
<td>Economic Impact Analysis</td>
<td>Ch. 12</td>
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<td>5/10/16</td>
<td>Collegiate/Professional Athletics</td>
<td>Ch 14/15</td>
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<tr>
<td>16</td>
<td></td>
<td>Final Exams</td>
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