

<b>KIN 284</b>	<b>Financial Aspects of Sport</b>
<b>Course ID: 26594</b>	Section 02, Three (3) Credits
<b>Days/Time:</b>	Wednesdays 7pm-9:45pm in SPX 77

<b>Instructor Contact Information</b>	
<b>Instructor:</b>	<b>Dr. Sonja Lilienthal</b>
<b>Office Location:</b>	SPX 75B, inside the Athletic Training Lab
<b>Email:</b>	<a href="mailto:sonja.lilienthal@sjsu.edu">sonja.lilienthal@sjsu.edu</a>
<b>Web Page:</b>	<a href="http://www.sjsu.edu/people/sonja.lilienthal/">http://www.sjsu.edu/people/sonja.lilienthal/</a>
<b>Office Hours:</b>	Tuesdays 12-1pm Wednesdays 12-2pm After this class and other times by pre-confirmed and scheduled appointments ONLY.

### **Course Description**

This course examines the traditional and innovative methods of revenue acquisition available to sport organizations. Current financial challenges, innovative concepts and strategies used in financing sport operations.

**Prerequisites:** Graduate Standing

### **Course Rationale**

In recent years, traditional sources of revenue – tax support, and in several cases, media revenues and gate receipts – have declined while costs have rapidly escalated. Managers of sport organizations have had to do more with less. This course is designed to provide students with an introduction to some revenue generation techniques essential for organizational effectiveness. It will also provide students with a comprehensive coverage of the many traditional and innovative revenue acquisition methods available to sport organizations. Along with more conventional income sources such as tax support, municipal and corporate bonds, ticket sales, concessions, and fund raising, students will receive in-depth exposure to more recent revenue innovations.

## Course Objectives

Upon completion of the course, students should:

1. Possess the knowledge required to effectively apply basic business concepts to a variety of sports settings.
2. Have the ability to analyze financial data and make recommendations concerning financial position and produce a budget for your department or organization.
3. Be able to source and discuss current scholarly research in sport finance.
4. Be able to discuss the reasons used to justify and deny the expenditure of public resources for private sports facilities.
5. Be able to explain the principles upon which the legitimacy and validity of economic impact analyses for sport facilities and programs are based.
6. Understand the establishment of joint venture arrangements for facility financing.
7. Be able to discuss both traditional and contemporary streams of revenue important for a variety of sport organizations (including tickets, concessions, merchandise, luxury seating, and sponsorships).

## Required Textbooks and Materials

- **Brown, Rascher, Nagel, & McEvoy. (2010) Financial Management in Sport Industry.** Holcomb Hathaway. 978-1-934432-04-4
- Students are expected to read one of the following sources for an awareness of the current financial climate regarding sport. The Wall Street Journal, USA Today, Business Week, ESPN.com, Sport Business Journal, Venues Today, and The State are recommended because of their excellent coverage.

## Course Evaluation

<b>Assessment Method</b>		<b>Learning Outcome</b>
Research in Sport Finance	20%	3
Trade and Media Sport Finance News Reports	10%	1, 4, 5, 6, 7
Financial Case Studies	20%	1, 2, 4, 6, 7
Revenue Generation Plan	30%	3, 6, 7
Exam	20%	1, 2, 4, 5, 6, 7
	100%	

## Assignment of Final Course Grade

100-97 = A+    96-93 = A    92-90 = A-    89-87 = B+    86-83 = B    82-80 = B-  
79-77 = C+    76-73 = C    72-70 = C-    69-67 = D+    66-63 = D    62-60 = D

## Instructional Methods

This course is a GRADUATE SEMINAR infused with multiple in class financial problems, calculations and case studies. The student assumes the primary responsibility for their own learning.

## **Assessment and Assignments**

### **Research in Sport Finance – Annotated Bibliography** **20%**

Students will submit an annotated bibliography of peer reviewed scholarly research in Sport Finance. Students will select one sub-topic area for example, NFL revenue, or collegiate donor giving, and source a MINIMUM of ten scholarly peer reviewed articles on that same topic. Further guidelines distributed in class.

### **Trade and Media Sport Finance News Reports** **10%**

Students will be assigned to one news/media source to report current sport finance stories to the class, and help to collectively assemble a set of Sport Business News Sources.

### **Financial Case Studies (4@5%)** **20%**

There will be four Financial Case Studies assigned throughout the semester, each assignment will be distributed at least one week before the due date, and will be worth 5% of the grade.

### **Revenue Generation Plan - Major Project** **30%**

Students will be responsible for developing a detailed revenue generation plan (sponsorship or fundraising) for a “real life” sport organization. The plan will allow you to target a sport or recreational setting in which you have a particular interest, and develop a specific plan to increase revenue for that organization. Each student will decide on the sport organization and the specifics of the sponsorship or fundraising plan. The organization seeking sponsorship may be a non-profit, recreational sport or professional sport team.

### **Exam** **20%**

AN exam covering all coursework will be scheduled.

# **COURSE POLICIES**

## **WRITTEN ASSIGNMENT POLICIES**

- All Assignments MUST be attempted to achieve a Passing Grade for this class.
- All materials must be original works of the student and not have been submitted for any other course.
- NO assignments will be accepted via email.
- Use a standard cover page on ALL assignments with: your own name and student ID, course number and course name.

### **Assignments MUST:**

- be paginated, one inch margins, double spaced and use a 12 point font.
- have all references cited IN TEXT (APA Style) AND appear in a REFERENCE LIST at the end of the paper.
- be securely stapled in the top left corner and submitted with only the standard cover page described above. DO NOT submit assignments inside any additional folders.

### **Attendance**

Students are strongly encouraged to attend and participate in all class sessions. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith with prior written notification via email to the instructor.

### **Due Dates**

**Without documented serious and compelling reasons, no paper will be accepted late (late = after the beginning of class on the due date).**

**Late Penalty is 1% point of the total grade for each 24 hour period late.**

eg if assignment is due 12noon Mon. and is submitted 12 noon Wed. student grade will be deducted a full 2% of the entire grade for the course.

An email or phone message to the instructor AND WRITTEN documentation of any illness, medical emergency or death of a close relative will be expected should you miss any exam or assignment deadline.

All quizzes, exams are to be taken at the assigned time. A student late to class on the day of a quiz or announced in-class work will NOT be able to make it up.

No make-up exams will be administered and no Incomplete Grades will be assigned. No extra credit will be awarded. A missed exam or assignment will receive a zero grade.

### **MYSJSU Email, D2L Username and Course Communications**

- 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.
- A D2L account and username is also located within your MYSJSU.
- E-mail correspondence will occur throughout the semester. It is the student's responsibility to check their University email address for announcements, assignments, and other important class information.
- If at any time you feel the need for help, information concerning the course, and/or your standing (grade, attendance, etc.) in the course, SEE YOUR INSTRUCTOR in OFFICE HOURS as soon as possible!
- Final grade notification will be provided by the University Registrar's Office. Grades will not be posted or provided via telephone.

### **Computer Use and Classroom Etiquette**

In the classroom, students to use computers only for class-related activities such as taking notes, following the lecture on Web-based PowerPoint slides that the instructor has posted, or finding Web sites to which the instructor directs students at the time of the lecture. Students should abstain from "surfing the web" and/or engaging in IM's during class, the teacher reserves the right to close the computer, or ask the student to leave the class. This will affect your participation in the class.

# **SAN JOSE STATE UNIVERSITY POLICIES**

All SJSU Policies in the Catalog, Schedule of Classes and Academic Senate apply to this course (see <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. The current year academic calendar should be consulted

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

Information about the latest changes and news is available at the [Advising Hub](#) at

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

## **Academic integrity**

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

[http://www.sjsu.edu/studentconduct/Students/Student\\_Academic\\_Integrity\\_Process/](http://www.sjsu.edu/studentconduct/Students/Student_Academic_Integrity_Process/)

and the Senate Policy is located at <http://www.sjsu.edu/senate/S07-2.htm>

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.

Your own commitment to learning, as evidenced by your enrollment at San Jose 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/>

## **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 during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the [Disability Resource Center](#) (DRC) at <http://www.drc.sjsu.edu/> to establish a record of their disability.

## **SJSU Writing Center**

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at

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

## **Peer Mentor Center**

The Peer Mentor Center is located on the 1<sup>st</sup> floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. Peer Mentor services are free and available on a drop-in basis, no reservation required. The [Peer Mentor Center website](#) is located at

<http://www.sjsu.edu/muse/peermentor/>

## **CASA Student Success Center**

Provides advising for undergraduate students majoring in Kinesiology or other programs offered in CASA Departments and Schools.

<http://www.sjsu.edu/casa/ssc/>

**KIN 284 SPRING 2012**  
**Course Schedule (tentative) and Reading Assignments**

**PART I: FINANCE BASICS**

Week 1 Jan 23	<b>Introduction: Syllabus, expectations, and course objectives.</b> Financial Challenges facing Sport Organizations	
Week 2 Jan 30	<b>Introduction to Sport Finance</b> Basic Terminology and Concepts	Chap 1
Week 3 Feb 6	Sport Finance in the News Sport Finance and the NFL's Money Event: The Super Bowl Minimum Wage Workers	
Week 4 Feb 13	<b>Analysing Financial Statements and Ratios</b>	Chap 2
Week 5 Feb 20	<b>Analysing Risk in Sport Organizations</b>	Chap 3

**PART II - FINANCIAL MANAGEMENT**

Week 6 Feb 27	<b>D2L – Virtual Class</b> <b>Introduction to Financial Management</b>	Chap 5
Week 7 Mar 6	<b>In class discussion of Chapter 4: Time Value of Money</b> <b>Budgeting</b>	<b>CASE ONE DUE</b> <b>Chap 4 &amp; Chap 6</b>

**Part III - APPLICATION OF FINANCIAL MANAGEMENT in SPORT**

Week 8 Mar 13	<b>Principles of Economic Impact Analysis: Fact or Fiction?</b> The Concept of Psychic Income What about the minimum wage workers in the Sport Industry?	Chap 12
Week 9 Mar 20	<b>Feasibility studies: the truth and political power.</b>	Chap 11

**SPRING BREAK MARCH 25-APRIL 1**

**Part IV - REVENUES and EXPENSES IN SPORT**

Week 11 Apr 3	<b>Financial Status of Professional Sport – Sources of REVENUE</b> (Tickets, Concessions, Merchandising, Parking, Sponsorship)	Chap 15 <b>Journal Research Assignment DUE</b>
Week 12 Apr 10	<b>Facility Financing: The Anatomy of the Deal</b> <b>Building New Stadiums in the Bay Area: Who Pays?</b> Justifications For and Against Public Subsidy	Chap 9
Week 13 Apr 17	<b>Financial Status of Collegiate Sport.</b> Revenues in Collegiate Sport: The Athletic Arms Race. The Importance of Athletic Fundraising	Chap 14
Week 14 Apr 24	<b>EXAM - 20%</b>	
Week 15 May 1	<b>The Business of Fitness</b> Revenue and Expenditure in Fitness Enterprise	
Week 16 May 8	Presentation of Revenue Generation Plans <b>LAST DAY of INSTRUCTION</b>	
Tuesday May 14	<b>DEAD DAY</b>	