



San José State University
Department of Kinesiology
KIN 284 Financial Aspects of Sport Spring 2021

Instructor:	Arman P. Medina
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Office Hours:	Tuesday & Thursday 8:00am-9:00am (By Appointment via Zoom)
Class Days/Time:	Tuesday 7:00pm - 9:45am
Classroom:	Zoom Meeting
Prerequisites:	Graduate Standing

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 respect for diversity, the mission of the Department of Kinesiology is to create and disseminate knowledge; engage in community service; prepare and graduate exemplary kinesiology professionals; as well as meet individual and societal needs for physical activity, sport, movement, and wellness. <http://www.sjsu.edu/kinesiology/about/>

Department of Kinesiology Vision Statement

We will be a preeminent, globally-connected kinesiology department recognized for excellence and innovation in teaching and learning, research, scholarship, creative activity, and community engagement.

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

Course Format

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>

Kinesiology Department Graduate Program Learning Outcomes (GPLO)

Upon completion of the Master's degree program in the Department of Kinesiology, students should be able to:



- Demonstrate the ability to conduct and critique research using theoretical and applied knowledge.
 - [Demonstration of PLO through successful completion of the Plan A /B culminating experience and/or successful completion of final term papers in KIN 250/251]
- Interpret and apply research findings to a variety of disciplines within Kinesiology.
 - [Demonstration of PLO through successful completion of the Plan A /B culminating experience and/or successful completion of final term papers in KIN 250/251]
- Effectively communicate essential theories, scientific applications, and ethical considerations in each student's Kinesiology program concentration.
 - [Demonstration of PLO through successful completion of the Plan A /B culminating experience and/or successful completion of final term papers in KIN 250/251]
- Interpret and apply research findings through acquired skills in order to become agents of change to address issues in Kinesiology through the application of knowledge and research.
 - [Demonstration of PLO through successful completion of the Plan A /B culminating experience and/or successful completion of final term papers in KIN 250/251]

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

Course Learning Outcomes (CLO)

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).

Required Texts/Readings

Required Text

Fried, G., DeSchrive, T. & Mondello, M. (2020). Sport Finance. (4th ed.). Champaign, IL: Human Kinetics. ISBN 978-1-492-55973-3

Lewis, M. (2004). Moneyball: The art of winning an unfair game. New York, NY: W. W. Norton & Company, Inc. 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 2, 2013 | Case 7: San Marcos Municipal Events Center A Capital Budgeting Case |
| CSSM Volume 6, 2017 | Case 5: Who's Stealing Cookies From the Cookie Jar?: A Case Study in Sport Financial Fraud |
| CSSM Volume 6, 2017 | Case 6: Using the Time Value of Money Decision Tree to Calculate an Athlete's Contract Offers |



CSSM Volume 6, 2017	Case 7: Measuring Economic Impact at a Professional Golf Tournament
CSSM Volume 6, 2017	Case 8: Conducting a Market-Demand Analysis: A Case Study of Major League Soccer Expansion
CSSM Volume 6, 2017	Case 9: Investing in Sports Stocks: A Case of Sportfolio Management Inc.
CSSM Volume 6, 2017	Case 10: Performance Sports Group: To Invest or Not to Invest
CSSM Volume 6, 2017	Case 11: Riding Into the Future: A Financial Examination of SoulCycle and the Indoor Cycling Studio Trend
CSSM Volume 6, 2017	Case 12: Determining Fair Market Value for Duke's Sporting Goods Store

Here is the link to find the case study:

<http://libaccess.sjlibrary.org/login?url=http://journals.humankinetics.com/cssm> (Links to an external site.)

How to locate the first case study:

1. Click on the link
2. Sign in
3. Click on "All Content" to the right of "Latest Issue"
4. Click on "Volume: 3 (2014)" then "Issue 1"
5. Click on "Learning Sport Management."

Kinesiology Department Library Liaison

Adriana Poo adriana.poo@sjsu.edu 408-808-2019

SJSU Writing Center

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

Course Requirements and Assignments

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

[University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf), *Course Syllabi* (<http://www.sjsu.edu/senate/docs/S16-9.pdf>)

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

Class Participation



- 100 points
- THIS IS NOT AN ATTENDANCE GRADE
- This class relies on participation
- If you are not here you cannot participate
- Note: On CANVAS “Roll Call Attendance” does not count towards the grade
 - It is a default on CANVAS when the attendance function is used.
- Point Breakdown
 - 0 missing participation 100 points
 - 1 missing participation 95 points
 - 2 missing participation 55 points
 - 3 missing participation 0 points

Textbook Chapter Presentations

- 200 points
- Your group will make presentations three times
- 66.6 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 required
 - Handouts are not necessary
 - See Course Schedule for dates
 - Zero points if you miss class when your group is presenting the chapter
 - Instructor may make exceptions for family emergencies and will be on a case by case basis.
 - You may submit a video via YouTube in your absence
- The presenters will have a challenging question for each group
 - The questions will be posted in the chat
 - The groups will collaborate in the breakout rooms and answer the question

Book Chapter Presentations

- 100 points
- 33.3 points 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?
 - Ask each of the other groups a challenging question
 - Presentation slides are required
 - Handouts are not necessary
 - See Course Schedule for dates
 - Zero points if you miss class when your group is presenting the chapter



- Instructor may make exceptions for family emergencies and will be on a case by case basis.
 - You may submit a video via YouTube in your absence
- The presenters will have a challenging question for each group
 - The questions will be posted in the chat
 - The groups will collaborate in the breakout rooms and answer the question

Sport Current Events

- 100 points
- Everyone in the group should have an 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
 - Zero points if you miss class when your group is presenting
 - Instructor may make exceptions for family emergencies and will be on a case by case basis.
 - You may submit a video via YouTube in your absence

Team Case Study Presentations

- 50 points
- 25 points for both times your group leads the discussion
- 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
 - Zero points if you miss class when your group is presenting the case study
 - Instructor may make exceptions for family emergencies and will be on a case by case basis.
 - You may submit a video via YouTube in your absence
- The presenters will have a challenging question for each group
 - The questions will be posted in the chat
 - The groups will collaborate in the breakout rooms and answer the question

Group 1: CSSM Volume 1, 2012 Case 3: A Budgeting Crisis at Little State Univ

Group 2: CSSM Volume 2, 2013 Case 7: San Marcos Municipal Events Center

Group 3: CSSM Volume 6, 2017 Case 5: Who's Stealing Cookies From the Cookie Jar?: A Case Study in Sport Financial Fraud

Group 4: CSSM Volume 6, 2017 Case 6: Using the Time Value of Money Decision Tree to Calculate an Athlete's Contract Offers

Group 5: CSSM Volume 6, 2017 Case 7: Measuring Economic Impact at a Professional Golf Tournament

Group 1: CSSM Volume 6, 2017 Case 8: Conducting a Market-Demand Analysis: A Case Study of Major League Soccer Expansion

Group 2: CSSM Volume 6, 2017 Case 9: Investing in Sports Stocks: A Case of Sportfolio Management Inc.

Group 3: CSSM Volume 6, 2017 Case 10: Performance Sports Group: To Invest or Not to Invest



Group 4: CSSM Volume 6, 2017 Case 11: Riding Into the Future: A Financial Examination of SoulCycle and the Indoor Cycling Studio Trend

Group 5: CSSM Volume 6, 2017 Case 12: Determining Fair Market Value for Duke's Sporting Goods Store

- Here is the link to find the case study:
 - <http://libaccess.sjlibrary.org/login?url=http://journals.humankinetics.com/cssm>
- 1. Click on the link
- 2. Sign in
- 3. Click on "All Content" to the right of "Latest Issue"
- 4. Click on the case study you need.

Individual Case Study Presentations

- 100 points (Two presentation 50 points Each)
- You will pick a case study
- You will lead the discussion on your choice
 - Recap the case study
 - Explain key concepts
 - How do you apply this to real world situations?
 - Case Study cannot be from *Case Studies in Sport Management*
 - Presentation slides are not necessary
 - Handouts are not necessary
 - See Course Schedule for dates
 - Zero points if you miss class when your group is presenting
 - Instructor may make exceptions for family emergencies and will be on a case by case basis.
 - You may submit a video via YouTube in your absence

Final Paper Outline & References

- 25 points
- Due 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 Peer Review

- 25 points
- Credit No/Credit
- Bring a digital copy of your paper to class
- Please see the instructions for the Final Paper

Final Paper

- 250 points
- Due on CANVAS as a pdf file



- Open topic related to class
- At least 15 pages not including cover or references
 - Highest grade for anything less than 15 pages is 68%
- APA Format
- Must use three citations from the textbook
 - Citations must be tied into 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

Grading Information

Determination of Grades

- **Late work is not accepted**
- **No makeup exams or quizzes are given**

<i>Grade</i>	<i>Points</i>	<i>Percentage</i>
A	930 to 1000	93 to 100%
A minus	900 to 929	90 to 92.9%
B plus	870 to 899	87 to 89.9 %
B	830 to 869	83 to 86.9%
B minus	800 to 829	80 to 82.9%
C plus	770 to 799	77 to 79.9%
C	730 to 769	73 to 76.9%
C minus	700 to 729	70 to 72.9%
D plus	670 to 699	67 to 69.9%
D	630 to 659	63 to 66.9%
D minus	600 to 629	60 to 62.9%

ZOOM Protocol



- Please turn webcam on
 - If you have technical issues, please let know at the beginning of class
- Please do not drive while on Zoom
- Please do not attend Zoom in a moving car
- Please be in a seated position
- Please dress as you would in the classroom

Classroom Protocol

1. All students are expected to read the assigned chapters/reading assignments before the lecture
2. All students are expected to participate in the class discussions from the assigned readings
3. Students are expected to attend every class and to take the exams as scheduled.
 - a. No makeup exams or quizzes 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.
4. 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.
5. No noise-making electronic devices (lap tops, phones, calculators, etc.) are allowed.
6. Computers may only be used for class related activities.
7. 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.
8. Check email on a regular basis and respond to emails in a timely manner.

University Policies

Per [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo) (<http://www.sjsu.edu/gup/syllabusinfo>), which is hosted by the Office of Undergraduate Education. Make sure to visit this page to review and be aware of these university policies and resources.

Course Schedule

The schedule is subject to change with fair notice via class announcement and CANVAS.

Week	Date	Group	Assignment
1	02/02/21		Introductions & Review Syllabus
2	02/09/21	1	Sports Current Events
		1	CSSM Volume 1, 2012 Case 3: A Budgeting Crisis at Little State University
		2	CSSM Volume 2, 2013 Case 7: San Marcos Municipal Events Center A Capital
		3	CSSM Volume 6, 2017 Case 5: Who’s Stealing Cookies From the Cookie Jar?: A Case Study in Sport Financial Fraud
3	02/16/21	2	Sports Current Events
		1	Sport Finance Ch 1



		2	Sport Finance Ch 2
		4	CSSM Volume 6, 2017 Case 6: Using the Time Value of Money Decision Tree to Calculate an Athlete's Contract Offers
4	02/23/21	3	Sports Current Events
		1	Moneyball - Preface
		2	Moneyball - Ch 1
		3	Moneyball - Ch 2
		3	Sport Finance Ch 3
		5	CSSM Volume 6, 2017 Case 7: Measuring Economic Impact at a Professional Golf Tournament
5	03/02/21	4	Sports Current Events
		4	Moneyball - Ch 3
		5	Moneyball - Ch 4
		4	Sport Finance Ch 4
		1	CSSM Volume 6, 2017 Case 8: Conducting a Market-Demand Analysis: A Case Study of Major League Soccer Expansion
6	03/09/21	5	Sports Current Events
		1	Moneyball - Ch 5
		2	Moneyball - Ch 6
		5	Sport Finance Ch 5
		2	CSSM Volume 6, 2017 Case 9: Investing in Sports Stocks: A Case of Sportfolio Management Inc.
7	03/16/21	1	Sports Current Events
		3	Moneyball - Ch 7
		4	Moneyball - Ch 8
		1	Sport Finance Ch 6
		3	CSSM Volume 6, 2017 Case 10: Performance Sports Group: To Invest or Not to Invest
8	03/23/21	2	Sports Current Events
		5	Moneyball - Ch 9
		1	Moneyball - Ch 10
		2	Sport Finance Ch 7
			Final Paper Outline & References
		4	CSSM Volume 6, 2017 Case 11: Riding Into the Future: A Financial Examination of SoulCycle and the Indoor Cycling Studio Trend



9	03/30/21		Spring Recess
10	04/06/21	3	Sports Current Events
		2	Moneyball - Ch 11
		3	Moneyball - Ch 12
		4	Moneyball - Epilogue
		5	Moneyball - Afterword & Acknowledgements
		3	Sport Finance Ch 8
		5	CSSM Volume 6, 2017 Case 12: Determining Fair Market Value for Duke's Sporting Goods Store
11	04/13/21	4	Sports Current Events
		4	Sport Finance Ch 9
		5	Sport Finance Ch 10
			Individual Case Studies
12	04/20/21	5	Sports Current Events
		1	Sport Finance Ch 11
		2	Sport Finance Ch 12
			Individual Case Studies
13	04/27/21	1 & 2	Sports Current Events
		3	Sport Finance Ch 13
			Individual Case Studies
			Final Paper Peer Review
14	05/04/21		Final Paper Rough Draft
		3 & 4	Sports Current Events
		4 & 5	Sport Finance Ch 14
			Individual Case Studies
			Final Paper Peer Review
15	05/11/21		Final Paper Due
		5	Sports Current Events
			Final Paper Presentations