



A Member of The Texas State University System

Department of Health and Kinesiology

Course Syllabus KIN 599 Sport Finance & Sales  
Spring 2008  
Professor: Brent C. Estes, Ph.D.

### **I. Professor Contact Information**

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Office Hours: Monday/Wednesday - 9:30 – 11:00; 12:30 – 2:00; By Appointment

### **II. Course Overview & Objectives**

In recent years, while salaries and costs have escalated astronomically in professional and intercollegiate sports, many traditional sources of revenue have failed to match these increases. For the sport manager, this has created great pressure to identify new and larger sources of revenue. This course is intended to provide students a general overview of many of the traditional and innovative revenue acquisition methods available for sport managers. The initial portion of the class will focus on helping students understand the fundamentals while and the application of several key financial techniques that are utilized in the administration and operation of most sport organizations. The remainder of the course will cover a wide spectrum of topics geared towards educating the student to basic financial concepts and other financial issues related to the sport industry. Overall, the multiple course purposes are to broaden the students' perspective on the various means for financing sport businesses and organizations and to examine the various means for controlling costs and increasing revenue in sport organization. Major topics include: key characteristics of professional sport organizations, principal sources of funding - public and private, a summary of financial management principles, tax incentives, sources of cash flow, risk management, and economic impact studies. Students will also engage in scholarly research focused on the latest professional trends in the field.

On completion of this course, the student should competently:

1. Develop a further understanding of how organizations are valued and the factors to evaluate in reviewing the financial solvency of a corporation
2. Understand how to effectively establish joint venture arrangements between public sector entities and private sector organizations for the joint development and operation of sport facilities.
3. Understand the financing involved in various levels of collegiate athletics. Specifically, students will be exposed to the various revenue sources, how these revenues are allocated within respective organizations, and gain a further understanding of the expenses needed to operate a college athletic program.
4. Understand salary structures in the professional sports sector. In addition to the salary caps that are imposed, further discussion will include equitable compensation based on sport, gender, and governance.
5. Develop an understanding of basic fundamental financial/investment/accounting terms.
6. Distinguish between different types of public/private sources of revenue for sport organizations.

### **Student Evaluation of Instructor Effectiveness**

Students will be asked to evaluate the instructor's teaching effectiveness related to course objectives and general effective teaching practices at the end of the course using the IDEA instrument. Students will be invited to provide feedback during the course which will be used to make needed adjustments. Students will also evaluate their learning in these specific objectives:

Course **Essential** Objectives:

1. Learning fundamental principles, generalizations, or theories.
2. Learning to apply course materials to improve thinking, problem solving, and decisions.

Course **Important** Objectives:

3. Learning how to find and use resources for answering questions or solving problems.
4. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.
5. Learning to analyze and critically evaluate ideas, arguments, and points of view.

### III. Materials & Required Texts

Howard, D. R. & Crompton, J. L. (2004) *Financing sport*. Morgantown, WV: Fitness Information Technology.

*Additional Materials:* You **must have a Sam Email Account** (not to be forwarded to other email).

All communication outside of class will be done through SamMail.

### IV. SHSU Policies see also: <http://www.shsu.edu/syllabus/>

**1. Academic Honesty:** Academic work submitted by you (such as papers, assignments, reports, tests) shall be your work alone and referenced in part or in whole to its correct source. Submission of commercially prepared (or group prepared) materials as your own work is unacceptable. Moreover, you shall encourage honesty in others by refraining from providing materials or information with knowledge that these materials or information will be used improperly. Violation of these academic standards may result in removal or failure. Please see the *SHSU Graduate Catalog* and the *Publication Manual of the American Psychological Association*. Students are expected to use conventions noted in the APA Publication Manual, 5th edition, for citing sources. Academic Policy Statement 810213

**2. Attendance** is taken for all class meetings. Please notify me in advance if you will be absent or tardy. According to the university policy, regular and punctual class attendance is expected of each student at SHSU. It is expected that each faculty member will keep a record of student attendance. Each faculty member will announce to his/her classes the policies for accepting late work. Students are expected to show appropriate cause for missing or delaying major assignments or examinations. A student shall not be penalized for three or fewer hours of absences [*one class period*] when examinations or other assigned class work have not been missed; however, a student may be penalized for more than three hours of absences at the discretion of the instructor. Academic Policy Statement 800401

**3. Student Conduct:** All students shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

**4. Dropping the Class/Withdrawing from the University:** If you need to adjust your schedule by dropping this course, please follow university procedures to officially drop the class. If you fail to officially drop the class, a failing grade shall be assigned at the end of the course.

Academic Policy Statement 990407. If a student resigns between the 1<sup>st</sup> class day and the 12<sup>th</sup> class day (4<sup>th</sup> class day in the summer) no record of the resignation will appear on the student's academic record. If a student resigns after the 12<sup>th</sup> class day (4<sup>th</sup> class day in summer) but before mid-semester, a record of the resignation will appear on the student's academic record. If a student resigns after eight weeks in the fall or spring or after the first two weeks of a summer session the mark of WP (withdrew passing) or WF (withdrew failing) will be recorded on the student's academic record for each course for which the student was enrolled. To resign (officially withdraw) from the university, a student must either report to the Registrar's Office to complete a Resignation Request or submit a letter stating his or her intent to resign.

**5. Students with Disabilities Policy:** It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should visit with the Office of Services for Students with Disabilities located in the Counseling Center at **936.294.1720**

**6. Student Absences on Religious Holy Days:** Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work.

**7. The Sam Houston Writing Center** provides one-on-one help with your writing assignments. The Center is open from 8 a.m. to 7 p.m. Monday through Thursday, 8 a.m. to 3 p.m. Friday, and 2-7 p.m. on Sunday. They are located in Farrington Room 111. It is not necessary to schedule an appointment; however, you may call 936-294-3680, twenty-four hours in advance to schedule one. Their email address is [wctr@shsu.edu](mailto:wctr@shsu.edu)

## V. Assessment and Summative Evaluation of Learning Objectives

### Total Possible Points: 400

Exam 1	100
Exam 2	100
Case Study One	50
Case Study Two	50
Scholarly Research Presentation	75
Discussion	25

- NOTE:**
1. Papers are due on the date printed in the course outline unless otherwise notified.
  2. Late work **WILL NOT** be accepted unless pre-approved by the instructor.
  3. Make-up exams **WILL NOT** be given unless pre-approved by the instructor.
  4. The syllabus is subject to change pending notification.

### Written work should:

- be clear, well organized, and concise.
- be free from grammatical and spelling errors.
- be Typed (12 point) and double space with 1 inch margins on left and right, with name, date, course in upper right hand corner. Paginate with page number in upper right hand corner and a staple in upper left corner. No report covers please.
- demonstrate a thorough analysis.
- include supporting evidence from course readings and additional resources (citations must be provided).

**Academic honesty is expected in all work.** Violations will result in course failure. Please note that SHSU policy regarding academic honesty specifically addresses appropriate use of electronic files and media. The Department regularly monitors student work through a university purchased service entitled "Turn-it-in.com". In this program, student work is compared to previous published work and a comparison (by percentage) is made of students' work to that of the original authors'. Plagiarism (putting someone else's work down as your own with no citation) is a serious violation of this policy.

### Attendance/Participation Policies:

Attending class, arriving for class on time, and remaining in class until the end of the class period is fundamental to academic success. Each student will be allowed **two** absences over the course of the semester. All subsequent absences after the third will result in one letter grade reduction per absence.

- 1-2 absences = no penalty
- 3 absences = reduction of 1 letter grade
- 4 absences = reduction of 2 letter grades
- 5 absences = reduction of 3 letter grades
- 6 or more absences will result in failure of the course

**Tentative Schedule**

	<b>Date</b>	<b>Class Topics</b>	<b>Readings</b>	<b>Assignment Due Dates</b>
<b>1</b>	<b>Jan 24</b>	Introductions	Chapter 1-2	
<b>2</b>	<b>Jan 31</b>	Chapter 1-2	Chapter 3	
<b>3</b>	<b>Feb 7</b>	Chapter 3	Chapter 4	
<b>4</b>	<b>Feb 14</b>	Chapter 4	Chapter 5-6	
<b>5</b>	<b>Feb 21</b>	Chapter 5-6	Chapter 7-8	
<b>6</b>	<b>Feb 28</b>	Chapter 7-8	TBD	
<b>7</b>	<b>Mar 6</b>	Review	TBD	Case Study One
<b>8</b>	<b>Mar 13</b>	Spring Break; No Class		
<b>9</b>	<b>Mar 20</b>	Exam One	Chapter 9	
<b>10</b>	<b>Mar 27</b>	Chapter 9	Chapter 10-11	
<b>11</b>	<b>April 3</b>	Chapter 10-11	Chapter 12-13	
<b>12</b>	<b>April 10</b>	Chapter 12-13	Chapter 14-15	
<b>13</b>	<b>April 17</b>	Chapter 14-15	Chapter 16	Case Study Two
<b>14</b>	<b>April 24</b>	Chapter 16		
<b>15</b>	<b>May 1</b>	Presentations		
<b>16</b>	<b>May 8</b>	Presentations- Review		
<b>17</b>	<b>May 15</b>	Exam Two		

