SPORT FINANCE

KH4340
SUMMER 2024

Course Website
icollege.gsu.edu
https://edpuzzle.com/join/zospufo

COURSE TITLE
Sport Finance (KH4340)

INSTRUCTOR
Tyler A. Williams

EMAIL
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OFFICE HOURS
Via Zoom by appointment

COURSE DESCRIPTION

This course will guide aspiring sport professionals with the skills to enhance their financial decision making in a management role, applying concepts to the continually evolving landscape of the sport industry.

OBJECTIVES

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

- Examine the budgeting process, principles of budgeting, and budget development
- Explore sources of revenue for financing and identify ways to finance facilities.
- Discuss development and fundraising principles and methods including campaigns, alumni, and auctions.
- Outline the economic development (lack thereof) of the sport industry in the "post" pandemic 21st century.
- Understand concepts of competitive strategy (supply and demand) and economic impact principles

COURSE MATERIALS

Fried, G., DeSchriver, T.D., & Mondello, M. (2020). *Sport Finance* (4th or 5th edition). Human Kinetics

How to Access Required Reading:
Chegg | Amazon

Required Materials

- Desktop or laptop computer with Internet connection (high speed cable connection desirable), for use in online sessions and in between class meetings. Other web-based tools to be used throughout workshop (links will be provided).

EdPuzzle Instructions

Please join 'Sport Finance' classroom on EdZPuzzle. Visit https://edpuzzle.com/join/zospufo and sign in to your account to join the class!

COURSE EVALUATION

Assessment Overview

Discussion Boards (12.5 POINTS EACH / 100 POINTS)

Your participation in online discussions will be graded according to a rubric (available on iCollege) that assesses: the frequency and timeliness of your posts, conduct and respect for others, critical thinking about the discussion question, and evidence that you have carefully read the assigned materials.

All students must first introduce themselves to the class by posting on the Introductions Discussion Board. Kick Off Question: Tell us your name, hometown, major, your dream job, and what interests you about sport finance. Connect with at least one of your classmates for an added 12.5 points. Please utilize the kick-off questions (listed in the course calendar below) as a starting point for all discussion posts. To receive full credit each week, students must make an original post answering the topic prior to the Sunday deadline. Responses must be a well-thought-out response posted using full sentences with attention to spelling and grammar. Please review the rubric for evaluation.

List of Discussions to Complete:

Discussion 1	Introductions	Due Thursday, 6/6 @ 11:59 p.m.
Discussion 2	Response to Moody + Walker articles	Due Sunday, 6/9 @ 11:59 pm
Discussion 3	Response to Interview 1 (Budgeting)	Due Sunday, 6/9 @ 11:59 pm
Discussion 4	Response to Interview 2 (Financial Statements)	Due Sunday, 6/16 @ 11:59 pm
Discussion 5	Response to Podcast 1 (Bloomberg: Financing with Tim Leiweke)	Due Sunday, 6/16 @ 11:59 pm
Discussion 6	Response to Tyler, Morse, & Cook article	Due Sunday, 6/23 @ 11:59 pm
Discussion 7	Response to Interview 3 (Economic Development & Competitive Strategy)	Due Sunday, 6/23 @ 11:59 pm
Discussion 8	Response to Podcast 2 (Bloomberg: Economic Development & Strategy with Lester Jones)	Due Sunday, 6/23 @ 11:59 pm

EdPuzzle/Reading Quizzes (40 POINTS EACH / 120 POINTS TOTAL)
To confirm your reading of the chapters and to evaluate your comprehension of the reading materials, students will complete three review lectures over the course of the semester (available in EdPuzzle). Each quiz will correspond to readings assigned in a particular module. Therefore, all module materials should be viewed prior to completing a quiz. You must work alone on all quizzes. Questions will be prompted throughout the lecture.

Financial Statement & Budget Analysis Report (180 POINTS)
Each student will work individually on a combined midterm/final project to advance students' knowledge on sport finance concepts, students will (a) create two zero-based budgets (one for each event described) and (b) analyze key trends in the company's income statement and balance sheet accounts, to discuss the company's major sources and uses of funding, to discuss non-financial statement items that would be important to consider before investing in a company in the industry, to compare one company to another company in the same industry, and to make an investment recommendation. Thus, the project develops students' business knowledge by requiring the students to understand the drivers of success in the sports industry and to evaluate a particular company's performance with regard to key issues.

A draft of the first part of the assignment (budgets) will be due at midterm while the full financial and budget analysis report will be due at the conclusion of the class.

Midterm
Create a detailed zero-based budget for both events described. A draft is due for the midterm to the assignments folder. The finalized budget is due with the final.

Final
Students will answer five questions relating to key trends in the two company's income statement and balance sheet accounts, to discuss the company's major sources and uses of funding, to discuss non-financial statement items that would be important to consider before investing in a company in the industry, to compare the one company to another company in the same industry, and to make an investment recommendation.

Please review the rubric for evaluation.

Grading Scale
During the course, assignments will be recorded on a regular basis. Once the grade is posted, the student has one week from the posting date to challenge the grade. After one week, challenges to the grade WILL NOT be accepted. It is the student's responsibility to address scores/absences that they feel are wrong. Please be aware that I will NOT adjust any grades at the end of the semester. You must earn your grade in the course!

Grades are based on the following scale:

Points Earned	Number Grade	Letter Grade
400+	90-100	A
300-399	80-89	B
200-299	70-79	C
100-199	60-69	D
Below 99	Below 60	F

COURSE POLICIES

Academic Integrity:
Academic integrity is the pursuit of scholarly activity free from fraud and deception. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Failure to abide by the current Academic Integrity Code policy will result in the offending student receiving a "0" for the assignment and/or disciplinary action as prescribed in the Code of Student Conduct. A serious offense, or multiple offenses in this course, will result in an F in the course."

Academic Dishonesty:
Plagiarism and cheating (academic dishonesty) are not tolerated, and violation of the honor code will incur serious consequences. For more information about GSU's policy on academic honesty, please consult codeofconduct.gsu.edu, or see me if any part of the code is unclear. If you are suspected of a blatant violation of the Policy on Academic Honesty, you will receive a zero (0) for the assignment and will be reported to the Dean of Students Office. There are no exceptions to this policy.

Many students do not understand exactly what plagiarism is. Therefore, they are sometimes guilty of plagiarism and don't realize it. Any time you use an idea from an outside source you must give credit to the author. The source could be a journal article, a textbook, one of the class lectures, or a website. You are also not allowed to incorporate anything word for word in your assignment unless it is in quotes. Here is an example of how you should cite something word for word. This is from the plagiarism section of the APA Manual:

> "Psychologists do not claim the words and ideas of another as their own; they give credit where credit is due. Quotation marks should be used to indicate the exact words of another. Each time you paraphrase another author (i.e., summarize a passage or rearrange the order of a sentence and change some of the words), you will need to credit the source in the text" (APA Manual, 2001, pg. 349).

The implications of this are serious. You cannot cut and paste information from a web page into your assignment unless you place it in quotes. If the professor determines that you plagiarized your paper, in any way, you will receive a zero for the assignment, at a minimum. You may also face judicial prosecution at the discretion of the professor. If you have any questions about this topic, or if you want to make sure you are not plagiarizing prior to turning in an assignment, feel free to contact me.

ChatGPT/AI Policy:
If you wish to use ChatGPT or other similar AI tools for any part of a graded assignment (from idea generation to text creation to text editing), you must first ask for permission and explain how you plan to use the tool. Additionally, you must turn in the initial ChatGPT output along with your final assignment so that I can see how you used the software. If you do not first request permission and turn in the initial AI output, using such tools will be considered plagiarism.

Late Assignment Policy
Students with prior knowledge of a scheduling conflict must make arrangements to submit assignments prior to the designated due date. Documentation is required for a scheduling conflict to be excused. Excused conflicts include, but are not limited to, personal illness, family illness or death, call to jury duty, religious holy days, and official University activity. Conflicts will be excused at my discretion. Students are not eligible to submit an assignment after the designated due date. There are no exceptions to this policy.

Students With Disabilities
Any student who feels she, he, or they may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Students who wish to request accommodation for a disability may do so by registering with the Access & Accommodations Center (AACE). Students may only be accommodated upon issuance by AACE of a signed Accommodation Plan and are responsible for providing a copy of that plan to instructors of all classes in which accommodations are sought. For more information, refer to:

Online: access.gsu.edu
Phone: (404) 413-1560 (Voice) or (800) 255-0056 (Relay)
Office: Student Center East, Suite 205

Basic Needs Statement
Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to contact the Dean of Students for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable us to provide resources that we may possess. The Embark program at GSU provides resources for students facing homelessness and Panther's Pantry provides resources for students facing food insecurity.

Campus Carry
Campus Carry legislation allows anyone properly licensed in the state of Georgia to carry a handgun in a concealed manner on university property with noted exceptions. Information about

the law can be found at https://www.usg.edu/weaponscarry. It is the responsibility of the license holder to know the law. Failure to do so may result in a misdemeanor charge and may violate the Georgia State Student Code of Conduct.

Student Obligations:

In order to maintain a positive learning environment, the following ground rules will be followed:

1. Personal perspectives will be valued. Degrading or discriminatory remarks or behaviors are not acceptable and will not be tolerated.
2. Discussions will reflect an exchange of information, experiences, ideas, opinions, etc.
3. *For group projects, it is the responsibility of group members to delegate work*.
4. If a student's behavior in the classroom is disruptive, the instructor will give him/her an opportunity to correct the behavior without penalty. If the student's behavior continues to be disruptive, he or she will be asked to leave or stay after class and speak with the professor about the behavior so the future behaviors may be avoided. Additionally, points will be deducted from student's participation/professionalism grade.

Professionalism:

1. This course is an important step in developing your career in sport management. Since your professionalism is an important part of this process, I will expect you to participate and contribute to class lectures/discussion. Thus, please perform the required readings and assignments prior to participation in course discussions.
2. Students will be asked to leave a class if they are disruptive to the class atmosphere. If the student continues to be disruptive, the student will be reported to the university.
3. Please represent yourself in a professional manner during the class!

Electronic Device Policy:

1. Taking photos and recording videos or audio without the instructor's consent is strictly prohibited.

Copyright:

This course may contain copyright protected materials such as audio or video clips, images, text materials, etc. These items are being used with regard to the Fair Use doctrine in order to enhance the learning environment. Please do not copy, duplicate, download or distribute these items. The use of these materials is strictly reserved for this online classroom environment and your use only. All copyright materials are credited to the copyright holder.

Assignments/Exams:

1. Unless otherwise noted, all assignments are due at 11:59 p.m. on the designated due date. Students with prior knowledge of a scheduling conflict must make arrangements to submit assignments prior to the designated due date. <u>Documentation is required for a scheduling conflict to be excused.</u> Excused absences include, but are not limited to, personal illness, family illness or death, call to jury duty, religious holy days, and official University activity.

Conflicts will be accommodated at my discretion. Students are NOT eligible to submit an assignment after the designated due date. There are NO exceptions to this policy.

2. Written Assignments – All written papers must show good sentence structure, organized thoughts, proper punctuation and correct spelling. Unless otherwise noted, all papers are to be typed and double-spaced. Grammar and spelling errors/mistakes within typed projects will result in a lower project/assignment grade. If there are excessive errors, the paper may be returned for correction and will be considered late. Remember to proofread your papers!
3. Please be aware that I will NOT adjust any grades at the end of the semester. You must earn your grade in the course!

Course Evaluation

Your constructive assessment of this course plays an indispensable role in shaping education at Georgia State. Upon completing the course, please take the time to fill out the online course evaluation.

Contacting the Professor:

1. The best way to contact me is via email. During regular academic school periods, on Monday through Friday, the professor will respond to emails within 24-48 hours; thus, please do not send multiple emails inquiring about the same topic within a 48-hour time span, unless otherwise notified.
2. All communication will be held in a professional manner.
3. When contacting the professor students should send a formal email addressing the professor as Dr. or Professor, state your name, which course you are in, and then state what your email is concerning. Students should begin getting into the habit of all correspondence being professional and respectful. If it is a question that can be answered from the syllabus, a rubric or instructions that I have handed out, I may simply direct you to that information.

COURSE CALENDAR

Date	Topic	Assignments/Due Dates
Week 1 (6/3-6/9)	Introduction to Sport Finance	**Read:** *Required Reading* • Boosting the Bottom Line Through Athletics by Josh Moody • Emerging Sports and Leagues Defining the Next Decade by Edgar Walker *Supplemental Reading* *(Fried, DeSchriver, & Mondello. Sport Finance)* • Chapter 1

		• Chapter 3 (pg. 31-33) • Chapter 5 • Chapter 6 • Chapter 7 • Chapter 8 **Watch** • Module 1 EdPuzzle • Interview on Budgeting (with CCS Commissioner Vansant) **To Do:** • Week 1 Discussions - *Due Sunday @ 11:59 p.m. EST)* o Discussion 1: Introductions Discussion – *Due Thursday @ 11:59 p.m. EST* ▪ Kick Off Question: Tell us your name, hometown, major, your dream job, and what interests you about sport finance. o Discussion 2: Response to Articles (Moody + Walker) ▪ Kick Off Question: What are the pros and cons of adding/dropping sports? What are the financial affects? Which emerging sport do you believe will become most popular? Why? ▪ Defend your response by citing the articles and providing financially sound reasoning. o Discussion 3: Response to Interview (Budgeting) ▪ Reflection Kick Off Question: What were three major takeaways from the interview? What was something you learned that you did not know before? What part of the course content does this remind you of? What questions do you still have? • Complete Module 1 EdPuzzle – *Due Sunday @ 11:59 p.m. EST* *(see Course Materials section > EdPuzzle Instructions to join the class)*

Week 2 (6/10-6/16)	Revenue Generation and Financing	**Read:** *Supplemental Reading* *(Fried, DeSchriver, & Mondello. Sport Finance)* • Chapter 4 • Chapter 3 (pg. 33-40) • Chapter 11 • Chapter 9 • Chapter 10 **Watch/Listen:** • Module 2 EdPuzzle • Interview on Financial Statements (with Sabina Khoja) • Bloomberg Business of Sports (Episode: Tim Leiweke Might Surprise You on Stadium Finance) **To Do:** • Week 2 Discussions - *Due Sunday @ 11:59 p.m. EST)* o Discussion 4: Response to Interview (Financial Statements) ▪ Reflection Kick Off Question: What were three major takeaways from the interview? What was something you learned that you did not know before? What part of the course content does this remind you of? What questions do you still have? o Discussion 5: Response to Podcast (Bloomberg with Tim Leiweke) ▪ Kick Off Question: Should public/private/or a combination of funds be used to build a sports arena? Why or why not? • Submit Draft for Midterm – *Due Sunday @ 11:59 p.m. EST* o Submit in assignments section • Complete Module 2 EdPuzzle – *Due Sunday @ 11:59 p.m. EST*
Week 3 (6/17-6/23)	Economic Development and	**Read:**

	Competitive Strategy	• Putting Heads in Beds: A Small Sport Event Seeks the Right Analysis to Appeal to CVBs by B. David Tyler, Steve C. Morse, and Ryan K. Cook (see pdf) *Supplemental Reading* *(Fried, DeSchriver, & Mondello. Sport Finance)* • Chapter 2 • Chapter 12 • Chapter 3 (p. 41) **Watch/Listen:** • Module 3 EdPuzzle • Interview on Economic Development and Competitive Strategy (with Dr. DeQuan Smith) • Bloomberg Business of Sports Podcast (Episode: Senior VP of Finance Lester Jones) **To Do:** • Week 3 Discussions - *Due Sunday @ 11:59 p.m. EST)* o Discussion 6: Response to Article (Tyler, Morse, & Cook) ▪ Kick Off Question: Outline the strategy of the EVP and identify at least three threats and three opportunities for each location. o Discussion 7: Response to Interview (Economic Development and Competitive Strategy) ▪ Reflection Kick Off Question: What were three major takeaways from the interview? What was something you learned that you did not know before? What part of the course content does this remind you of? What questions do you still have? o Discussion 8: Response to Podcast (Bloomberg with Lester Jones) ▪ Kick Off Question: What opportunities and threats do Atlanta offer to teams like the Falcons, Hawks, Braves? How do those opportunities/threats differ to non-professional teams (GSU

		Athletics, Clark Atlanta Athletics, Ga Tech Athletics)? • Complete Module 3 EdPuzzle – *Due Sunday @ 11:59 p.m. EST*
Week 4 (6/24-6/27)	Exams	**To Do:** • Submit Financial Statement & Budget Analysis Report

****NOTE**: This schedule is tentative. Depending on the pace of the class, topics may be omitted or added. You will be informed of any changes as soon as possible. You are responsible for all readings and information shared in class (announcements, group discussion, group projects, video, etc.). Any information shared in class is considered *testable* material.

References:

Topic	**Authors**	**Discussion Questions to Answer**	**Due**
Introductions	From Students	Kick Off Question: Tell us your name, hometown, major, your dream job, and what interests you about sport finance.	Thursday, 6/6 11:59 pm
Boosting the Bottom Line Through Athletics https://www.insidehighered.com/news/business/revenue-strategies/2024/03/21/betting-big-sports-help-balance-budget	by Josh Moody	What are the pros and cons of adding/dropping sports? What are the financial affects? Which emerging sport do you believe will become most popular? Why? Defend your response by citing the articles and providing financially sound reasoning.	Sunday, 6/9 @ 11:59 pm
Emerging Sports and Leagues Defining The Next Decade https://frontofficesports.com/emerging-sports-and-leagues-defining-the-next-decade/	by Edgar Walker		
Budgeting (Division III College Athletics)	With Commissioner Beth Vansant, CCS	Check iCollege	Sunday, 6/9 @ 11:59 pm

Bloomberg Business of Sports https://www.bloomberg.com/news/audio/2018-08-09/tim-leiweke-might-surprise-you-on-stadium-finance-podcast	Episode: Tim Leiweke Might Surprise You on Stadium Finance	Should public/private/or a combination of funds be used to build a sports arena? Why?	Sunday, 6/16 @ 11:59 pm
Financial Statements (Northwestern Mutual)	with Sabina Khoja, Northwestern Mutual	Check iCollege	Sunday, 6/16 @ 11:59 pm
Putting Heads in Beds: A Small Sport Event Seeks the Right Analysis to Appeal to CVBs https://journals.humankinetics.com/view/journals/cssm/6/1/article-p10.xml (see pdf) Supplementary Resources https://sk.sagepub.com/cases/putting-heads-in-beds-a-small-sport-event-analysis-to-appeal-to-cvbs	by B. David Tyler, Steve C. Morse, and Ryan K. Cook	Outline the strategy of the EVP and identify at least three threats and three opportunities for each location.	Sunday, 6/23 @ 11:59 pm
Bloomberg Business of Sports Podcast https://www.bloomberg.com/news/audio/2022-11-14/atlanta-hawks-senior-vp-of-finance-lester-jones-podcast OR https://www.youtube.com/watch?v=VXsaQOM1j6E	Episode: Senior VP of Finance Lester Jones	What opportunities and threats do Atlanta offer to teams like the Falcons, Hawks, Braves? How do those opportunities/threats differ to non-professional teams (GSU Athletics, Clark Atlanta Athletics, Ga Tech Athletics)?	Sunday, 6/23 @ 11:59 pm
Interview on Economic Development and Competitive Strategy	with Dr. DeQuan Smith, Author of Tidbits for the Emerging Pineapple Professional: A Guide for the Aspiring Hospitality Professional	Check iCollege	Sunday, 6/23 @ 11:59 pm