

SPM 4515
Sport Business and Finance
Syllabus

Instructor: Gidon Jakar, PhD
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Office hours: Wednesday from 12:00 pm – 2:00 pm and by appointment.
Office phone number: 352-294-1685
Class days and hours: Tuesday (P.5-6) 11:45am-1:40pm | Thursday (P.6) 12:50pm-1:40pm
Meeting Time and Location: [FLG 230](#)

COURSE OVERVIEW

Sport finance is a pivotal part of the sport industry, covering the financial mechanisms that organizations rely on to continuously provide the product and increase revenues in a globalizing market and new endeavors. During this class we will be studying several topics related to sport finance from different organizational and personal perspectives as leagues, franchises and athletes consistently examine the expansion of existing revenue streams and creation of new ones. Throughout the class we will be using excel and data collection to examine topics covered in class in addition to other activities such as debates and class discussions. Student engagement is a pivotal part of the class and students are encouraged to participate during class discussions.

PREREQUISITES

- SPM 2000 & junior standing or higher
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OBJECTIVES

The primary objectives of this class are to introduce sport finance concepts, have a deeper understanding of the business and finance of sport, interpret analyze financial documents, understand the importance of sport finance terminology for students pursuing roles in the sport industry, and gain basic technical skills to obtain, display, and analyze financial data. By the end of the course students will be able to:

1. Describe finance terms and apply them to sport management.
2. Locate and collect financial data from public and official documents.
3. Analyze and interpret financial and policy documents.
4. Produce basic financial assessments using financial data.

5. Calculate basic financial analyses using finance data.
6. Employ Excel tools and extensions.

REQUIRED AND RECOMMENDED MATERIALS

Required reading:

- Sport Finance (Gil Fried, Timothy D. DeSchriver, & Michael Mondello); Fourth Edition. Human Kinetics.
- Additional reading material will be allocated via Canvas
- We will be using Microsoft Excel during class:
 - <https://it.ufl.edu/services/gatorcloud-microsoft-office-online> (if you need to gain access via the university)

MATERIALS AND SUPPLY FEES

There are no supply or material fees for this course.

COURSE FORMAT

- **Instructional Methods:** This course is an in-person course and will consist of two weekly classes. During the first class we will go over new material that we will then revisit and practice during the second class.
- **Minimum Technology Requirements:** The University of Florida expects students to acquire computer hardware and software appropriate to his or her degree program. Most computers can meet the following general requirements. A student's computer configuration should include Broadband connection to the Internet and related equipment (Cable/DSL modem) and Microsoft Office Suite installed (provided by the university).
- **Minimum Technical Skills:** To complete your tasks in this course, you will need a basic understanding of how to operate a computer, how to use word processing software, and Microsoft Excel.

EVALUATION REQUIREMENTS AND GUIDELINES

Grading for this course is based on attendance and participation, and an assignment at the end of modules 2-5. The overall distribution is as follows and final grading follows the university's grading translation into letter grading (below):

Assignment	Assignment grade	Final grade
Attendance	1pts = /10pts	10%
Weekly Unit assignments (10)	2pts = /20pts	20%
Midterm exam (1)	100pts = /100pts	20%
Final exam (1)	100pts = /100pts	50%
Total grade	230	100%

Assignments and exams:

- **Attendance grading:** Attendance will be taken every class and grading will be as follows (exceptions can be made depending on circumstances):

Points	
0	Missing more than 6 classes
4	Missing between 4-6 classes
10	Missing 3 or less classes

Students are not required to provide a reason for missing class but are expected to give prior notice via email or Canvas if they will be missing a class.

- **Weekly Unit Assignments (10 x 2pts = 20 pts maximum):** There will be ten weekly assignments during the semester that range between 0-2 pts. Failing to submit a weekly assignment will result in a 0 as well as inadequate answers. Incorrect answers will still receive a point. See the chart below for a grading rubric.

Criterion	Exemplary	Proficient	Proficient	Score
Weekly assignment	2	1	0	_____/2 pts
	The student submitted the assignment and coherently discussed the topic of the assignment	The student submitted a partial assignment and/or only got the answers partially correct	Failed to submit an assignment, address the actual topic, submit an insufficient assignment	

- **Midterm:** During the 9th week of the semester there will be a take-home midterm that will include multiple choice questions and short open-ended questions. Grading of the open-ended questions in the midterm will follow the grading rubric below:

Criterion	Exemplary	Proficient+	Proficient	Proficient-	Unsatisfactory	Score
Multiple choice questions (10)	Each question will be worth 5 pts					_____/50 pts
Open-ended questions (10)	5/5	4/5	3/5	2/5	0/5	_____/50 pts
	Answer question in a clearly articulated manner	Answer question in a clearly articulated manner but missing information	Answer question partially correct and/or failed to articulate the answer in a clear way	Incorrect answer but evidence of attempt to answer question	Did not answer the question or answered insufficiency	
						Total __/100

- **Final exam (project):** the final exam will consist of three sections including calculations using Excel (20%), multiple choice questions that will require calculations in some

instances (40%), and answering one of two open-ended questions/discussions (40%).
 Grading the third section will be according to the following rubric:

Criterion	Exemplary	Proficient	Proficient-	Unsatisfactory	Score
Written discussion	(35-40 pts)	(30-34.9)	(25-29.9)	(0-24.9)	
	The student clearly articulated their argument, referenced concepts and information gathered during the semester, and included data to back their argument	Presented their argument but failed to do the following: adequacy reference concepts and information gathered during the semester / included data to back their argument	Presented their argument but failed to more than one of the following: adequacy reference concepts and information gathered during the semester / included data to back their argument	Did not submit this section or failed to answer the question adequately (missing several important components)	<u> </u> /40 pts (40/100 of the final grade of the final exam/project)

GRADING SCALE

The final letter grades will be based on the table below following the aggregation of the grades in each of the assignments, midterm, participation, and the final exam/project:

Letter Grade	Percent of Total Points Associated with Each Letter Grade
A	93-100
A-	90-92
B+	87—89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
E	0-59

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

COURSE POLICIES

Attendance and participation:

Attendance guidelines follow the University's guidelines outlined below. While attendance will not be recorded during class, there will be weekly deliverables, and it is expected that students will attend all classes unless circumstances prevent them from attending and an email was sent prior to class.

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible prior to the class. For all unplanned absences because of accidents or emergencies, students should contact their instructor as soon as conditions permit.

Make-up Policy:

Late assignments will not be accepted unless in accordance with UF's Attendance Policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. For all planned absences (late submission), a student in a situation that allows an excused absence (late submission) from a class, or any required class activity must inform the instructor as early as possible prior to the class. For all unplanned absences because of accidents or emergencies, students should contact their instructor as soon as conditions permit.

Honor Code Policy:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Honor Code

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Technology Problems

- Technology is not an acceptable excuse for late work including assignments and quizzes.
- If technology becomes an issue in submitting assignments or other work to eLearning, please contact the UF Help Desk 352-392-HELP (4357).
- After contacting the Help Desk, ensure you receive a ticket number with the time, date, and explanation of the problem for your records.
- You must email the instructor within 24 hours of the technical difficulty.

Accommodations for Students with Disabilities:

Accommodating students with disabilities is especially important to me. If you are aware of your disability or might be concerned you have a disability, please register with the Disability Resource Center by visiting their Get Started page at <https://disability.ufl.edu/students/get-started/>, call them at 352-392-8565, online <https://accessibility.ufl.edu/>, or visit the Dean of Students Office. Once registered, please contact me via email or in person during the first two weeks of class to provide me with a copy of your accommodation letter to ensure I fully understand your needs. It is my goal to provide you with the tools necessary to ensure you are successful in this course.

Course Evaluations:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Software use

All faculty, staff, and students at the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Civility, Accessibility, and Community Resources.

I'm committed to creating an environment of inclusion that respects and affirms the fundamental dignity, value, and distinctiveness of all individuals and their perspectives. My teaching will reflect the understanding of the complexity of identity and the mutuality of our global community. It is my responsibility to help promote and maintain a community of compassion, embracing the rich depths of diversity, while facilitating opportunities for equity and inclusion.

You Matter, We Care: Getting Help

Student Support

- **U Matter, We Care:** If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575.
- **Counseling and Wellness Center:** <https://counseling.ufl.edu/>, 352-392-1575.
- **Crisis Lifeline:** 988
- **Sexual Assault Recovery Services (SARS):** Student Health Care Center, 392-1161.

- **University Police Department:** 392-1111 (or 911 for emergencies) <http://www.police.ufl.edu/> .
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need or visit shcc.ufl.edu.
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

ACADEMIC SUPPORT

- **E-learning Technical Support:** UF HELP Desk - 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>
- **Career Connections Center, Reitz Union:** 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- **Library Support:** <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using libraries or finding resources.
- **Teaching Center, Broward Hall:** 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- **Writing Studio, 302 Tigert Hall:** 846-1138. Help with brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- **Student Complaints On-Campus:** <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- **On-Line Students Complaints:** <http://distance.ufl.edu/student-complaint-process/>

STRUCTURE AND WEEKLY TENTATIVE SCHEDULE

Weekly Tentative Course Schedule

This course schedule below is tentative and might change based on the pace of the lectures and student needs; however, changes will be announced through CANVAS. The instructor bears no responsibility for announcing the changes to each individual student. All times are in Eastern Standard Time (EST).

CRITICAL DATES & UF OBSERVED HOLIDAYS

- Martin Luther King, Jr's Birthday – Monday, January 15
- Spring break: March 11-15

Module	Reading and assignments
Module 1: Introduction	
Week 1 (Jan8-12): Introduction to Sport Finance	Chapter 1 (in the book)
Week 2 (Jan15-19): Sport Industry Financial Trends	Chapter 2 (in the book)
Week 3 (Jan 22-26): Basic Financial Concepts	Chapter 3 (in the book)
Week 4 (Jan 28-Feb 2): Assets and Liabilities	Chapter 4 (in the book)
Module 2: Revenue and expenses	
Week 5 (Feb 5-9): Understanding Revenue	Chapter 5 (in the book)
Week 6 (Feb 12-16): Understanding Expenses	Chapter 6 (in the book)
Module 3: Budgeting	
Week 7 (Feb 19-23): Budgeting (1)	Chapter 7 (in the book)
Week 8 (Feb 26-Mar 1): Budgeting (2)	Chapter 8 (in the book)
Week 9 (Mar 4-8): Midterm	
Break (Mar 11-15)	
Module 4: Funding	
Week 10 (Mar 18-22): Methods for Funding a Business	Chapter 9 (in the book)
Week 11 (Mar 25-29): Stocks and Bonds	Chapter 10 (in the book)
Module 5: Statements and ratios	
Week 12 (Apr 1-5): Financial Statements	Chapter 11 (in the book)
Week 13 (Apr 8-12): Financial Planning	Chapter 12 (in the book)
Week 14 (Apr 15-19): Financial ratios	Chapter 13-14 (in the book)
Week 15 (Apr 22): Final exam (prep)	
Final exam (Apr 30)	

Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Week #	Assignments	
Jan	7	8	9	10	11	12	13	1		
	14	15	16	17	18	19	20	2	1	
	21	22	23	24	25	26	27	3	2	
	28	29	30	31				4	3	
Feb					1	2	3			
	4	5	6	7	8	9	10	5	4	
	11	12	13	14	15	16	17	6	5	
	18	19	20	21	22	23	24	7	6	
	25	26	27	28	29			8		
Mar						1	2			
	3	4	5	6	7	8	9	9	Midterm	
	10	11	12	13	14	15	16			
	17	18	19	20	21	22	23	10	7	
	24	25	26	27	28	29	30	11	8	
	31									
Apr		1	2	3	4	5	6	12	9	
	7	8	9	10	11	12	13	13	10	
	14	15	16	17	18	19	20	14		
	21	22	23	24					15	