

SPM 5506 | Spring 2023

Instructor: Christopher McLeod, Ph.D.

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Students will analyze and apply financial strategies related to sport organizations and athletes. Students will learn to use foundational business finance concepts and then they will evaluate, apply, and create sport-specific financial strategies.

### Course Objectives

Upon completion of this course students are expected to successfully:

- ✓ Identify, differentiate between, and apply concepts related to budgeting, time value of money, risk, and other fundamental financial topics.
- ✓ Utilize financial statements to perform financial calculations and then interpret those calculations.
- ✓ Differentiate between the various methods used to raise capital for financing sport organizations, events, or projects.
- ✓ Analyze and interpret financial data to make recommendations.
- ✓ Translate financial principles into basic Microsoft Excel functions and operations.
- ✓ Conduct an economic impact analysis of a sport event and make recommendations for future events.
- ✓ Demonstrate advanced critical thinking skills when analyzing financial issues and making applications of sport management knowledge.

### Instructor

**Christopher McLeod, PhD**

Assistant Professor

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### Course Designer

**Chris McLeod, PhD**

Assistant Professor

### Course Requirements

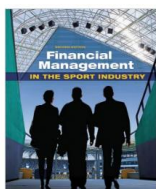
Points	Assessment
11%	Quizzes and worksheets (18 weighted evenly)
4%	Excel assignments (4 x 1% each)
5%	Applications (5 x 1% each)
40%	Homework (5 x 8% each)
20%	Exam One
20%	Exam Two
<b>100%</b>	<b>Total</b>

### Grading Standards

<b>A</b> 100% - 93.0%	<b>B+</b> < 90.0% - 87.0%	<b>C+</b> < 80.0% - 77.0%	<b>D+</b> < 70.0% - 67.0%
<b>A-</b> < 93.0% - 90.0%	<b>B</b> < 87.0% - 83.0%	<b>C</b> < 77.0% - 73.0%	<b>D</b> < 67.0% - 63.0%
	<b>B-</b> < 83.0% - 80.0%	<b>C-</b> < 73.0% - 70.0%	<b>D-</b> < 63.0% - 60.0%
			<b>F</b> < 60.0% - 0%

See current UF Grading Policies for further details:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>



2nd Edition  
**Financial Management in the Sport Industry**  
 By Matthew T Brown, Daniel Rascher, Mark S Nagel, Chad McEvoy  
 First Published 2016

ISBN 9781621590118  
 Published October 22, 2015 by Routledge  
 504 Pages

Format
Paperback
USD

### Text & Reading Material

**Brown, M. T., Rascher, D. A., Nagel, M. S., & McEvoy, C. D. (2016). Financial management in the sport industry (Second Edition). Scottsdale, AZ: Holcomb Hathaway. ISBN: 9781621590118**  
*The textbook is required by the first day of class because it is used for every topic. Additional Readings posted to Canvas.*

## Course Content (Subject to Change)

<b>Week 1</b>	<b>Course Syllabus &amp; Introduction   Introduction to Sport Finance</b> <i>Read this:</i> Chapter 1: Introduction to Sport Finance <i>Assignments:</i> Syllabus Quiz due Jan 12; Chapter 1 Quiz due Jan 16; Introduction to Finance Worksheet due Jan 19; Introduction to Microsoft Excel due Jan 19
<b>Week 2</b>	<b>Analyzing Financial Statements and Ratios</b> <i>Read this:</i> Chapter 2: Analyzing Financial Statements and Ratios <i>Assignments:</i> Chapter 2 Quiz due Jan 23; Financial Statements and Ratios Worksheet due Jan 26; Team Financial Ratios Application due Jan 26; <b>Financial Ratios Homework due Feb 2</b>
<b>Week 3</b>	<b>Risk and Return I</b> <i>Read this:</i> Chapter 3: Risk <i>Assignments:</i> Chapter 3 Quiz due Jan 30; Risk and Return Worksheet Due Feb 2; <b>Risk and Return Homework due Feb 9</b>
<b>Week 4</b>	<b>Risk and Return II: Risk in Decision Making and Athlete Careers</b> <i>Read this:</i> Chapter 3: Risk <i>Assignments:</i> Pando Pooling Application due Feb 9; Risk and Return on Excel due Feb 9
<b>Week 5</b>	<b>Time Value of Money I</b> <i>Read this:</i> Chapter 4: Time Value of Money <i>Assignments:</i> Chapter 4 Quiz due Feb 13; Time Value of Money Worksheet Due Feb 16; <b>Time Value of Money Homework Due Feb 23</b>
<b>Week 6</b>	<b>Time Value of Money II: The Present Value of NFL Contracts</b> <i>Read this:</i> Chapter 4: Time Value of Money <i>Assignments:</i> Time Value of Money on Excel due Feb 23; NFL Contracts Application Due Feb 23
<b>Week 7</b>	<b>Mid Term Review</b>
<b>Week 8</b>	<b>Exam One</b>
<b>Week 9</b>	<b>Depreciation</b> <i>Read this:</i> Chapter 5: Introduction to Financial Management <i>Assignments:</i> Chapter 5 Quiz due Mar 19; Depreciation Worksheet Due Mar 22
<b>Week 10</b>	<b>Economic Impact Analysis</b> <i>Read this:</i> Chapter 12: Economic Impact Analysis <i>Assignments:</i> Chapter 12 Quiz due Mar 26; Economic Impact Worksheet Due Mar 29; MLB All-Star Game Application due Mar 29; <b>Economic Impact Analysis Homework due April 5</b>
<b>Week 11</b>	<b>Debt and Equity Financing</b> <i>Read this:</i> Chapter 7: Debt and Equity Financing, AAF CEO Charlie Ebersol opens up about the league's shutdown, financial problems and who was actually misled.pdf <i>Assignments:</i> Chapter 7 Quiz due April 2; Debt and Equity Financing Worksheet due April 5
<b>Week 12</b>	<b>Capital Budgeting I</b> <i>Read this:</i> Chapter 8: Capital Budgeting <i>Assignments:</i> Chapter 8 Quiz due April 9; Capital Budgeting Worksheet due April 12; <b>Capital Budgeting Homework due April 19</b>
<b>Week 13</b>	<b>Capital Budgeting II: Golf Course Application</b> <i>Read this:</i> Chapter 8: Capital Budgeting <i>Assignment:</i> Capital Budgeting on Excel due April 19; Golf Course Application due April 19
<b>Week 14</b>	<b>Budgeting</b> <i>Read this:</i> Chapter 6: Budgeting <i>Assignments:</i> Chapter 6 Quiz due April 23; Budgeting Worksheet due April 26
<b>Week 15</b>	<b>Exam Two Review</b>
<b>Exam Week</b>	<b>Exam Two due</b>

## Course Requirements

The assignments will be used to assess the student's academic standing in this course. **Late assignments will not be accepted for credit unless arrangements have been made with the instructor prior to the due date for that particular assignment.** Failure to make prior arrangements may result in rejection of work submitted late as rescheduling/accepting assignments is at the discretion of the instructor.

Requirements for make-up exams, assignments, and other work are consistent with university policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Extra credit will not be offered. Please do not ask.

### **Quizzes and Worksheets: (18 weighted evenly) 11%**

During each class, students will be required to complete in-class activities:

*Quizzes* will be given at the start of every topic to ensure students comprehend the required readings. Students will need to complete the quiz to access the materials from each topic. Quizzes will be graded based on whether answers are correct or incorrect.

*Worksheets* will be available for download at the start of every topic. Students will download the worksheets and complete the questions during the lectures. Worksheets are designed to give students a low-stakes opportunity to practice their knowledge. Students will receive full marks for completed worksheets so long as they make a genuine attempt to answer the questions. Upload the worksheet to receive credit and to get the answers.

### **Excel Assignments: (4 x 1%) 4%**

*Excel assignments* are provided for some topics that can be practiced using Microsoft Excel software. Excel assignments have instructions on how to calculate answers in Excel. They also show students how to apply the calculations to real-world problems. Students will receive full marks for completed assignments even if answers are incorrect.

### **Applications: (5 x 1%) 5%**

*Applications* are provided for some topics for students to undertake an extended application of the lesson to a real-world case or problem. Students are allowed to work together on applications but they should submit their own work unless otherwise stated. Students can use Canvas software or other software, like Skype or Google hangout, to work together. They can also meet face-to-face or share files. Some applications will be completed by posting an answer to a discussion board. See discussion board for details. Students will receive full marks for completed assignments even if answers are incorrect.

### **Homework: (5 x 8%) 40%**

Homework assignments are intended to assess students' proficiency in using financial concepts and calculations to analyze real and hypothetical cases and make recommendations. A Microsoft Word copy of the assignment should be submitted to Canvas. Collaboration is not permitted on these assignments unless stated by the instructor.

Each assignment consists of a series of questions that require application of in-class material. Each

assignment will require some calculation; students can use calculators or Microsoft Excel. Answers from Microsoft Excel should be “copied” and “pasted” into a word document using the “past-special” + “pdf” function. Unclear or sloppy submissions will receive deductions. Other questions will require explanation, application, or reasoning. Students should answer these questions using full sentences and correct spelling and grammar.

Homework assignments will be graded based on correct answers. However, in long calculations, if the instructor can see that the working is correct, mistakes in early answers will not affect the grade of later answers if early mistakes cause the later answers to be wrong.

- Homework 1: Chapter 2. Analyzing Financial Statement and Ratios
- Homework 2: Chapter 3. Risk
- Homework 3: Chapter 4. Time Value of Money
- Homework 4: Chapter 12. Economic Impact
- Homework 5: Chapter 8. Capital Budgeting

### **Exams: (2 x 20%) 40%**

Each student will be required to take two exams during this semester. These exams will be composed of questions drawn from the material listed in each section of the course, namely the lectures, the readings, and any additional materials posted to Canvas. The exams will not be cumulative, although certain general concepts that run throughout the course may be tested more than once. Some exam questions will require a calculator (cellphone/smartphone calculators are not acceptable). Students are allowed to use Microsoft Excel to answer exam questions.

### *Studying Recommendations*

Questions will be drawn from videos, lecture slides, and required readings. At a minimum, you will need to watch, read, and do all the activities associated with this course. You will also need to study the material. I recommend starting by reviewing the material after you complete each topic. Then, in preparing for the exam, you should move onto the study questions provided. The questions are designed to prompt you to learn the material; if you are able to explain the answers to the study questions you will do much better than rote learning the answers. Once you are able to answer all the study questions and explain your reasoning, I recommend creating additional questions for yourself or your classmates. I also recommend teaching the material to someone else. Teaching someone else is a great way to assess your learning.

## Course Policies

**Absences** - Students with prior knowledge of an excused absence must make arrangements to submit assignments prior to the designated due date. Documentation is required for an absence to be excused. 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. Absences will be excused at instructor's discretion. Unexcused absences will affect participation grade.

**Academic Integrity** - Any individual who becomes aware of an honor code violation is committed to take corrective action. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/students.php>.

**Honorlock** - will proctor your exams this semester. Honorlock is an online proctoring service that allows you to take your exam from the comfort of your home. You DO NOT need to create an account, download software or schedule an appointment in advance. Honorlock is available 24/7 and all that is needed is a computer, a working webcam, and a stable Internet connection.

To get started, you will need Google Chrome and to download the Honorlock Chrome Extension. You can download the extension at [www.honorlock.com/extension/install](http://www.honorlock.com/extension/install). When you are ready to test, log into the LMS, go to your course, and click on your exam. Clicking Launch Proctoring will begin the Honorlock authentication process, where you will take a picture of yourself, show your ID, and complete a scan of your room. Honorlock will be recording your exam session by webcam as well as recording your screen. Honorlock also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device.

Good luck! Honorlock support is available 24/7/365. If you encounter any issues, you may contact us by live chat, phone (844-243-2500), and/or email ([support@honorlock.com](mailto:support@honorlock.com)). If you encounter issues within the LMS, you may contact Your School's Online Support Services team at their number.

**Online Recording** - Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

**In-Class Recording** - Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to



a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

**Students with Disabilities** - Any student who feels she or he may need an accommodation based on the Impact of a disability should contact me privately to discuss your specific needs. This syllabus and other class materials are available in alternative formats upon request. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation when requesting accommodation. *For more information, refer to <http://www.dso.ufl.edu/drc>, (352) 392-8565 (V), (800) 955-8771 (Relay), Reid Hall Room 001.*

**U Matter, We Care** - Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

**Course Evaluations** - Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <http://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

**Course Communication** - The student is responsible for getting a University of Florida email account (e.g., john.doe@ufl.edu) and should use this email for all university related correspondence – The instructor may not read emails from or send emails to any non-UF email addresses (e.g., john.doe@hotmail.com). Email subject should start with “SPM 46XX – First name, Last name - ...” Email use does not relieve students from the responsibility of confirming the communication with the instructor. Always sign your email – don’t make the instructor guess from whom the email was sent. The instructor will answer your email within two business days. However, a timely email response will be subject to the instructor’s commitment to research, scholarly activity, and service. Course-related communications such as syllabus, announcements, and other documentations will be available for students on Canvas (<http://elearning.ufl.edu/>). It is the student’s responsibility to check Canvas frequently for updates, notes, announcements, readings, etc.

**Class Demeanor** - Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom, or during designated break periods. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

## Campus Resources

### Health and Wellness

#### **U Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

#### **Sexual Assault Recovery Services (SARS)**

Student Health Care Center, 392-1161.

**University Police Department** at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

### Academic Resources

**E-learning technical support**, 352-392-4357 (select option 2) or e-mail to [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu).  
<https://lss.at.ufl.edu/help.shtml>.

**Career Resource Center**, Reitz Union, 392-1601. Career assistance and counseling.  
<https://www.crc.ufl.edu/>.

**Library Support**, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center**, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.  
<https://teachingcenter.ufl.edu/>.

**Writing Studio, 302 Tigert Hall**, 846-1138. Help brainstorming, formatting, and writing papers.  
<https://writing.ufl.edu/writing-studio/>.

**Student Complaints Campus:** [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf).

**On-Line Students Complaints:** <http://www.distance.ufl.edu/student-complaint-process>.