

Sport Business/Finance

SPM4515 | Class # 16786 | 3 Credits | Fall 2023

Connect with SPM



Course Info

INSTRUCTOR **Jessica Brougham**
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OFFICE HOURS Office hours are M/W/F 11am-12pm or by appointment

**MEETING
TIME/LOCATION** FLG 210, M/W/F Period 3 (9:35am-10:25am)

COURSE DESCRIPTION

Financial expense categories and sources of revenue for sport organizations. Determines and calculates facility revenues and non-facility revenues. Develops potential solutions for improving revenue sources to increase revenue and decrease costs while maintaining a viable product.

PREREQUISITE KNOWLEDGE AND SKILLS

SPM 2000 & junior in standing or higher

RECOMMENDED MATERIALS

Winfrey, J. A., Rosentraub, M. S., Mills, B. M., & Zondlak, M. P (2018). Sports Finance and Management (Second Edition). New York, NY: Taylor & Francis. ISBN: 1138341819

Additional Readings posted to Canvas

COURSE FORMAT

This course will meet in-person three times a week. There will be weekly lecture videos uploaded to canvas that students are expected to watch prior to class.

COURSE LEARNING OBJECTIVES:

Upon completion of this course students are expected to successfully:

- ✓ Define economic and financial concepts and theories and apply them to explain sport phenomena.
- ✓ Calculate basic economic and financial analyses relevant to sport management.
- ✓ Appraise the market structure of the sport industry and explain how it is relevant to sport management.
- ✓ Use economic and financial principles to make decisions and managerial recommendations.
- ✓ Analyze contemporary sport issues and state conclusions based on economic and financial principles, theories, and data

Course & University Policies

ATTENDANCE POLICY

Attendance is expected for this course. Attendance will not be graded, but grades will be awarded for completion and submission of daily worksheets as described below

PERSONAL CONDUCT 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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions.

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

EXAM MAKE-UP POLICY

A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (<https://care.dso.ufl.edu/instructor-notifications/>). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

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

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at

<https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

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/>.

Getting Help

HEALTH & WELLNESS

- 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
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161
- University Police Department, 392-1111 (or 9-1-1 for emergencies) <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. <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 the 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 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/>

Grading

Evaluation Components (number of each)	Approximate % of Total Grade
Daily Worksheets (35 weighted evenly)	10%
Homework (3 x 10 points each)	30%
Exam 1	20%
Exam 2	20%
Exam 3	20%
Total	100%

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

Daily Worksheets (35 weighted evenly) 10%

During each topic students will be required to complete topical activities. These activities will be in the form of worksheets, tests, or discussion boards comprised of practice questions, applications, discussions, and mathematical exercises. *Students will need a calculator or Microsoft Excel to complete many of these activities.*

Purpose: The purpose of the topical activities is for students to have low stakes opportunities to test the knowledge and skills they learn during the lectures.

Skills: These activities will help students develop the following skills:

- a. Define, recall, explain, and apply financial and economic concepts and principles.
- b. Discover information about revenues, costs, and collective bargaining in sport.
- c. Solve financial and economic calculations

Knowledge: This assignment will help students expand their knowledge in sport finance

- a. Students will gain knowledge about financial principles and the industrial organization of sport.
- b. Students will learn about public financing for sport facilities.
- c. Students will expand their knowledge of athlete pay, inequality, and exploitation in the sport industry.

Tasks: To complete these assignments students will need to:

- a. Watch the videos, attend the lectures, read the required readings, and take notes.
- b. Access the activities through Canvas and answer all the questions.

Criteria for success: Students will receive full marks for topical activities so long as they make a genuine effort to answer them correctly.

Homework: (3 x 10%) 30%

There will be three homework assignments, one for each module, consisting of questions that require students to apply what they learn in class to practical questions and problems.

Purpose: The purpose of the homework assignments is for students to apply financial and economic concepts to sport industry problems and situations

Skills: These assignments will help students develop the following skills

- a. Apply economic principles and concepts to interpret and solve sport industry problems
- b. Find and inspect real world economic data
- c. Calculate the competitive balance of major sports leagues and the marginal revenue product of athletes
- d. Design and conduct economic impact analyses
- e. Evaluate the worth of college and professional athletes

Knowledge: This assignment will help students expand their knowledge in sport finance and economics:

- a. Students will gain knowledge about how teams price tickets and the differences in competitive balance between major sports leagues.
- b. Students will learn about the principles of economic impact analysis and the steps for conducting economic impact analyses.
- c. Students will expand their knowledge of athlete pay, inequality, and exploitation in the sport industry.

Tasks: To complete these assignments students will need to:

- a. Download the homework document at the start of each module.
- b. Complete individually homework assignments from each module. The homework documents are available on Canvas.
- c. Write answers in a word-processed document.
- d. Draw graphs by hand or using software.
- e. Submit the homework assignments through Canvas.

Criteria for success: Responses will be graded for accuracy. When more than one answer is correct, responses will be graded based on reasoning. Points will be deducted for incorrect or incomplete responses.

Exams: (3 x 20%) 60%

Each student will be required to take three 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.

Studying Recommendations

Questions will be drawn from videos, lecture slides, required readings, and the course activities. 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. A great way to assess your learning is to teach someone else.

GRADING SCALE

Grades will be entered directly into canvas. If you feel that there is an error with your grade, please reach out to me directly via email and we can schedule a meeting to discuss the issue. More detailed information regarding current UF grading policies can be found here:

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

Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.

Letter Grade	Percent of Total Points Associated with Each Letter Grade
A	93.00-100%
A-	90.00-92.99%
B+	87.00-89.99%
B	83.00-86.99%
B-	80.00-82.99%
C+	77.00-79.99%
C	73.00-76.99%
C-	70.00-72.99%
D+	67.00-69.99%
D	63.00-66.99%
D-	60.00-62.99%
E	0-59.99%

Weekly Course Schedule

You MUST provide a weekly schedule of topics. I've left the anatomy schedule here as an example, but this is VERY detailed. This much detail is not necessary. If you have a comprehensive final it must be given in finals week. If you have a "last exam" that is not comprehensive, that may be administered in the last week of class but not on reading days.

CRITICAL DATES & UF OBSERVED HOLIDAYS

Optional to include this section. Update with the current semester's dates

- January 17: Martin Luther King, Jr. Day (Monday)
- March 7 – 11: UF Spring Break (Monday - Friday)
- April 21 – 22: UF Spring Semester Reading Days (Thursday – Friday)
- Complete list available here: <https://catalog.ufl.edu/UGRD/dates-deadlines/2021-2022/>

WEEKLY SCHEDULE

Week	Dates	Assigned Module & Schedule Notes	Assessments Due
1	August 23-25	Course Syllabus & Introduction Into to sport finance <i>Read this:</i> Chapter 2 Ownership and Emergence of team sports	Homework one due
2	August 28 – Sept. 1	Decision-Making in Sport Business and Finance <i>Read this:</i> Chapter 2 Ownership and Emergence of team sports	Homework one due
3	September 4 – 8	Revenues and Costs in the Sport Industry <i>Read this:</i> Chapter 3 Financial Statements, Revenues, and costs	Homework one due <i>No in-person class Friday 9/8</i>
4	September 11 – 15	Supply and Demand <i>Read this:</i> Chapter 9 Demand and the Sport Business: Customer's Changing Expectations	Homework one due <i>No in-person class this week</i>
5	September 18 – 22	Monopoly and Pricing Strategies <i>Read this:</i> Chapter 10 Pricing Strategies	Homework one due
6	September 25 – 29	Module Review	Exam 1
7	October 2 – 6	Public Finance I <i>Read this:</i> Chapter 5 Financing Sport Venues	Homework two due <i>No class Friday 10/6 (Homecoming)</i>
8	October 9 – 13	Public Finance II <i>Read this:</i> Chapter 5 Financing Sport Venues	Homework two due
9	October 16 – 20	Event Economic Impact Analysis <i>Read this:</i> Chapter 6 Teams, Venues, and Real Estate Dev.	Homework two due
10	October 23 – 27	Good Public Finance <i>Read this:</i> Chapter 6 Teams, Venues, and Real Estate Dev.	Homework two due

11	October 30 – Nov. 3	Module Review	Exam 2 <i>No class Fri 11/10</i>
12	November 6 – 10	Labor Markets in Sport <i>Read this:</i> Chapter 11 Capital Budgeting and Team Investments	Homework three
13	November 13 – 17	Monopsony and Conflict in Professional Sport <i>Read this:</i> Chapter 12 League/Conference Policies and Taxes	Homework three
14	November 20 – 24	College Athletics <i>Read this:</i> Chapter 12 League/Conference Policies and Taxes	Homework three <i>No class Wed-Fri 11/22-11/24</i>
15	November 27 – Dec. 1	College Athletics cont. and Module Review <i>Read this:</i> Chapter 12 League/Conference Policies and Taxes	Homework three due
16	December 4 - 8	Monday 12/4 Exam	Exam 3

There is no comprehensive final exam for this course! 😊

SUCCESS AND STUDY TIPS

Provide students with your best advice for success in your course. What are you ALWAYS telling students after the first exam or during office hours? What do students who've excelled in your course recommend? Students appreciate this kind of information.