

Sport Business and Finance

SPM 4515

Class 15097

3 Credits | Spring 2025

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Course Information

INSTRUCTOR

Gidon Jakar, Ph.D.

Office Phone: 352-294-1685

Preferred Method of Contact: gkalar@ufl.edu

Expect a response within 24 hours M – F, 48 hours after 4pm Fri, and 48 hours on Sat or Sun

OFFICE HOURS

(in-person or via zoom): Tuesdays 1:00 pm – 3:00 pm and by appointment.

MEETING

M,W | Period 4 (10:40 AM - 11:30 AM) & F (Zoom - recorded)

TIME/LOCATION

[FLG 270](#)

COURSE DESCRIPTION

- 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.

PREREQUISITE KNOWLEDGE AND SKILLS

- SPM 2000 & junior standing or higher

REQUIRED TEXTBOOK

Required reading:

- Sport Finance (Gil Fried, Timothy D. DeSchriver, & Michael Mondello); 5th 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 consists of an in-person section and virtual (recorded) section. You are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning. The virtual section will be primarily technical going over Excel.
- **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)
 - 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, and how to use word and Excel processing software.
- **Lectures & Assignments:** Students will attend lectures and either attend or watch recorded lectures, and complete weekly assignments and discussions based on assigned due dates.

COURSE LEARNING 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.

EVALUATION REQUIREMENTS AND GUIDELINES

Grading for this course includes participation in class, individual weekly assignments, individual midterm project, and a final group project. The overall distribution is as follows and final grading follows the university's grading translation into letter grading (below):

Assignment	Assignment grade	Final grade
Weekly Unit assignments (10)	10pts = 100pts	25%
In-class discussions	100pts = 100pts	25%
Midterm project (1)	80pts = 80pts	20%
Final project (1)	120pts = 120pts	30%
Total grade	400	100%
In-class assignments (bonus points) (5)	10 = 50pts	

Assignments and exams:

- **Attendance:** Attendance will not be taken unless there is a substantial absence of several students as the semester progresses. However, please note the in-class discussion grading outlined below and university policies regarding attendance (this will be enforced if a student is notably absent from several classes).
- **General guidelines:**
 - Assignments submitted as documents should include the student's name in the document's title (e.g., gidon_jakar_assignment1.xlsx)
 - Assignments including text submitted as documents should be as follows:
 - Include name in title
 - Times New Roman 12 with 1.5-2 space
 - Figures and tables must be cited in text and include captions ([link](#))
 - Data sources must be cited
- **Weekly Unit Assignments (10 x 10pts = 100 pts maximum):** There will be ten weekly assignments during the semester including content ones and Excel ones. Grades will range between 0-10. Failing to submit a weekly assignment will result in a 0 as well as inadequate answers. Incorrect answers will still receive a point.
- Weekly assignments will be published on Fridays and will be due the following Thursday unless stated otherwise
- See the chart below for a grading rubric for the content assignments and please pay attention to the guidelines for each assignment.

Criterion	Exemplary	Proficient	Proficient-	Score
Weekly assignment	8-10	6-7	4-5	____/10 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	

- In-class discussions and assignments (100 points):** during the semester we will be holding some discussions in class including working with your group on in-class assignments. Grading is based on being present during the discussions unless the student notified of their absence prior to the class. The discussions will often be related to the chapter in the book related to that week. Grading is as follows:
 - Missing all discussions = 0 points (and potential class failure – see university policies)
 - Missing a discussion without prior notice = -5 points
 - Missing two discussions without prior notice = -10 points
 - Missing three discussions without prior notice = - 20 points
 - Missing four or more discussions without prior notice = -50 points
- Midterm:** During the 7th week of the semester there will be a take-home midterm exam/project that will include short open-ended questions and Excel sections to answer some of the questions. You will receive the questions Monday morning, and the midterm will be due Friday of that week. Grading of the open-ended questions (50/80 total points, Excel portion will 30/80) in the midterm will follow the grading rubric below:

Criterion	Exemplary	Proficient+	Proficient	Proficient-	Unsatisfactory	Score
Open-ended questions (10)	5	4	3	2	0-1	____/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	

- Final project:** the final project will be a group (4ppl max) assignment analyzing the finances of a college athletic department, financing a new sport venue, and discussing how changes to college student financing can impact the department. Groups will be required to use Excel to show how you reached some of the conclusions and estimations. More details will be available in the final project document and Canvas assignment.
- Each group will anonymously assess the effort of the other group members and grading will reflect if a group member was deemed by other group members to not put in equal effort.
- In the final week each group will discuss their project with the class (three-minute discussion) and attendance is required, presentations are not required.
- The Excel files showing calculations will count for 25% of the grade. Grading the project's written section (75%) will be based on the following rubric including third section will be according to the following rubric:

Criterion	Exemplary	Proficient	Proficient-	Unsatisfactory	Score
Written discussion	(80-90 pts)	(70-79.9)	(60-69.9)	(0-59.9)	
	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> /90 pts (90/120 of the final grade of the final exam/project)

GRADING SCALE

The final letter grades will be based on UF grading policies as shown in the table below following the aggregation of the grades in each of the assignments and the final project:

- More detailed information regarding current UF grading policies can be found here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

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 & University Policies

ATTENDANCE POLICY

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.

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 behaviors in violation of this code and 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.

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.

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.

ACCOMMODATING 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.

ZOOM

- Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants. You can find resources and help using Zoom at <https://ufl.zoom.us>.

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.

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/>

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 20th
- Spring break: March 17-21
- Complete list available here: <https://catalog.ufl.edu/UGRD/dates-deadlines/2023-2024/#fall23text>

Module	Readings	Assignments
Module 1: Introduction		
Week 1: Introduction to Sport Finance (Jan.13 – Jan.19)	Chapter 1 (in the book)	Weekly A1
Week 2: Sport Industry Sectors and Segments (Jan.20 – Jan.26)	Chapter 2 (in the book)	Weekly A2
Module 2: Basics of sport finance		
Week 3: Basic Financial Concepts (Jan.27 – Feb.2)	Chapter 3 (in the book)	Weekly A3
Week 4: Assets and Liabilities (Feb.3 – Feb.9)	Chapter 4 (in the book)	Weekly A4
Week 5: Financial Statements (Feb.10 – Feb.16)	Chapter 5 (in the book)	Weekly A5
Module 3: Revenue and expenses (and midterm)		
Week 6: Understanding Revenue (Feb.17 – Feb.23)	Chapter 6 (in the book)	
Week 7: Midterm project (Feb.24 – Feb.2)		Midterm
Week 8: Understanding Expenses (Mar.3 – Mar.9)	Chapter 7 (in the book)	Weekly A6
Module 4: Budgets		
Week 9: Budgeting (1 & 2) (Mar.10 – Mar.16)	Chapter 8&9 (in the book)	Weekly A7
Spring break		
Week 10: Spring break (Mar.17 – Mar.23)		
Module 5: Cash management		
Week 11: Short term cash management (Mar.24 – Mar.30)	Chapter 10 (in the book)	Weekly A8
Week 12: Long term cash management (Mar.31 – Apr.6)	Chapter 11 (in the book)	Weekly A9
Module 6: Financial planning and final project		
Week 13: Financial planning and ratios (Apr.7 – Apr.13)	Chapter 12&13 (in the book)	Weekly A10
Week 14: Work on final project (Apr.14 – Apr.20)	Chapter 14 (in the book)	
Week 15: Presentations and conclusions (Apr.21 – Apr.23)		Final project

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