# Department of Sport Management College of Health and Human Performance University of FloridaSport Business/Finance

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**SPM4515 | 3 Credits | Spring 2025**

## Course Info

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| --- | --- |
| INSTRUCTOR | **Chris McLeod, PhD**  Office: 250  Office Phone: 352 294 1654  Email: mcleod.c@ufl.edu  Preferred Method of Contact: **email** |
| OFFICE HOURS | office hours are Thursday 1-2 EST over Zoom <https://ufl.zoom.us/j/98056797771> or by appointment |
| MEETING TIME/LOCATION | Access course through Canvas on UF e-Learning (<https://elearning.ufl.edu/>) & the Canvas mobile app by Instructure |

### **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](https://catalog.ufl.edu/search/?P=SPM%202000) & junior standing or higher

### REQUIRED MATERIALS

Winfree, J.A. Rosentraub, M.S., Mills, B., & Zondlak M. (2018). Sports Finance and Management 2nd Edition. CRC Press (Taylor & Francis Group): Boca Raton, FL. ISBN-13: 978-1138341814

### **COURSE FORMAT**

Students will watch lecture videos each week and complete online activities related to the lecture videos.

### COURSE LEARNING OBJECTIVES:

By the end of this course, students should be able to:

* 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**

It is expected that students engage with all the online materials including videos, announcements, readings, and assignments.

### **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. If you have any questions or concerns, please consult the instructor or TA in 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. Students can complete evaluations in three ways: (1) The email they receive from GatorEvals, (2) Their Canvas course menu under GatorEvals, or (3) The central portal located here. Guidance on how to provide constructive feedback is available at the gator evals site. Students will be notified when the evaluation period opens. Summaries of course evaluation results are also available at the gator evals site.

## Getting Help

### HEALTH & 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
* 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 opti on 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

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| --- | --- |
| Evaluation Components  (number of each) | % of Total Grade |
| Module Checks (11) | 10% |
| Quizzes (5) | 10% |
| Homework (4) | 20% |
| Discussions (6) | 20% |
| Midterm Exam (1) | 20% |
| Final Exam (1) | 20% |

***Module Checks*** – Each module will be followed by short quiz with open-ended questions about the material for that module. Responses will be evaluated based on correctness, completeness, and clarity, awarding points for accurate, concise, and complete responses. Points will be deducted for inaccuracies, missing information, and lack of clarity.

***Quizzes***– To both evaluate and assist in the learning process, there will be five quizzes about the topics discussed in previous modules. These will be administered online through the course website and will be proctored through Honorlock. These will be part of your grade. Treat these as a way to stay current with the lectures and topics we are talking about. If you do well on the quizzes, you are likely to ace the exams. They open on Thursdays in weeks listed on the Syllabus schedule and remain open until the posted due date. Quizzes are timed, with 30 minutes to take each quiz.

***Discussions*** – Six discussion questions will be posed during the semester. These questions will prompt students to come up with a sport business idea and develop the idea using material from the course and feedback from classmates. Each student is required to reply to two of their classmates to earn full credit for the assignment. Replies are due within one week of the end of module that includes the discussion. The grading rubric is provided on canvas:

| **Criteria** | **Ratings** | **Pts** |
| --- | --- | --- |
| Content Knowledge | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **4 pts**  **Full Marks**  Demonstrates a comprehensive understanding of sport business, incorporating accurate and relevant concepts from the course material. Provides insightful explanations and examples. | **3 pts**  **Proficient**  Displays a solid understanding of sport business, addressing key concepts with relevant explanations. | **2 pts**  **Basic**  Demonstrates a basic understanding of sport business, but lacks depth in explanations or examples. | **1 pts**  **Limited**  Displays limited understanding of the topic, with inaccuracies or misconceptions evident. | **0 pts**  **No Marks**  Fails to demonstrate understanding of the topic. | | 4 pts |
| Critical Analysis | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **4 pts**  **Full Marks**  Offers a sophisticated analysis of sport business. | **3 pts**  **Proficient**  Provides a thoughtful analysis of sport business, highlighting important considerations and interactions. | **2 pts**  **Basic**  Presents a basic analysis of sport business, without significant depth or insight. | **1 pts**  **Limited**  Offers a limited analysis that lacks depth or fails to fully address sport business. | **0 pts**  **No Marks**  Lacks analysis or relevance to the topic. | | 4 pts |
| Application of Examples | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **4 pts**  **Full Marks**  Skillfully applies real-world examples from the sports industry to support points made. Examples are pertinent and enrich the discussion. | **3 pts**  **Proficient**  Applies relevant and appropriate examples from the sports industry to illustrate points. | **2 pts**  **Basic**  Attempts to incorporate examples from the sports industry, but may not be consistently relevant or effective. | **1 pts**  **Limited**  Uses examples that are unrelated to the topic or inaccurately applied. | **0 pts**  **No Marks**  No examples were provided. | | 4 pts |
| Clarity of Expression | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **4 pts**  **Full Marks**  Expresses ideas clearly and concisely. Utilizes appropriate terminology and communicates complex concepts effectively. | **3 pts**  **Proficient**  Communicates ideas clearly, using appropriate terminology, though some points may require further elaboration. | **2 pts**  **Basic**  Presents ideas in a generally clear manner, but there may be occasional confusion or lack of clarity. | **1 pts**  **Limited**  Expresses ideas unclearly, with frequent confusion or lack of coherence. | **0 pts**  **No Marks**  Expression is unclear, disjointed, or incomprehensible. | | 4 pts |
| Engagement with Peers | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **4 pts**  **Full Marks**  Engages thoughtfully with peers, offering constructive feedback, asking probing questions, and contributing to a dynamic discussion. | **3 pts**  **Proficient**  Engages actively with peers by responding to their contributions and adding value to the discussion. | **2 pts**  **Basic**  Participates in the discussion by responding to peers, but interactions may lack depth or constructive engagement. | **1 pts**  **Limited**  Makes minimal contributions to peer interactions or merely repeats existing points. | **0 pts**  **No Marks**  No engagement with peers is evident. | |  |

***Homework Problems*** – Four of the modules will have homework assignments. Homework assignments are designed to help you apply the material from the lecture videos and prepare for upcoming exams. Homework assignments will be available for you to complete at any time prior to the due date. It is recommended that you start early on the work. You may open/close an assignment as many times as you wish until it is due. *Late submissions of homework will not be accepted.* However, if you complete some of the questions, but fail to complete all questions prior to the deadline, those completed will be automatically submitted at the due date/time and added to the gradebook….*so, you are encouraged to complete questions as you go.* Homework will be graded on formatting, whether the answers are correct or incorrect, and based on whether all work has been shown for calculation problems.

***Exams*** – There will be a midterm and a final exam for the class. The final exam will be comprehensive and include mostly multiple-choice questions. The exams are not open book, and an on-screen calculator will be provided for you through Honorlock. Smartphones and handheld calculators are not allowed on exams (or quizzes). Exams must be proctored, and scratch paper is allowed; proctoring for all exams will be through Honorlock, just as the quizzes. For the final exam, you will be provided with a formula sheet that you should print out prior to taking the exam. You will have a 2-day window for the Midterm and for the Final; you will be given 90 minutes to take each exam.

### GRADING SCALE

Quiz and exam scores will be available on canvas within one week of completing the assessment. Grades for discussions and homework assignments should be uploaded within one week. Students should reach out to the instructor within two weeks of receiving your grade if you believe there has been an error. The instructor does not round grades ever. No extra credit is provided, please do not ask. More detailed information regarding current UF grading policies can be found here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

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| Letter Grade | Percent of Total Points Associated with Each Letter Grade | GPA Impact of Each Letter Grade |
| A | 90.00-100% | 4.0 |
| A- |  | 3.67 |
| B+ | 87.00-89.99% | 3.33 |
| B | 80.00-86.99% | 3.0 |
| B- |  | 2.67 |
| C+ | 77.00-79.99% | 2.33 |
| C | 70.00-76.99% | 2.0 |
| C- |  | 1.67 |
| D+ | 67.00-69.99% | 1.33 |
| D | 60.00-66.99% | 1.0 |
| D- |  | 0.67 |
| E | 0-59.99% | 0 |

## Weekly Course Schedule

### WEEKLY SCHEDULE

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| --- | --- | --- | --- |
| **Week** | **Dates** | **Assigned Module & Schedule Notes** | **Assessments Due** |
| 1 | May  12—16 | Orientation  Module 1  Module 2 | Orientation Quiz, Discussion 1, Discussion 2, Response 1, Module Check 1, Module Check 2 |
| 2 | May  19– 23 | Module 3 | Discussion 3, Response 2, Module Check 3 |
| 3 | May  26 – 30 | Module 4 | Discussion 4, Response 3, Module Check 4 |
| 4 | June  2—6 | Module 5 | Discussion 5, Response 4, Module Check 5, Quiz 1 |
| 5 | June  9 – 13 | Module 6 | Response 5, Module Check 6 |
| 6 | June  16 – 20 | Module 7 | Module Check 7, Quiz 2, Homework 1 |
| 7 | June  23 – 27 | Spring Break…no lecture this week | *Spring Break* |
| 8 | June/July  30 – 4 | Module 8 | Module Check 8, Quiz 3, Homework 2 |
| 9 | July  7 – 11 | **Mid Term Review and Exam** | **Mid Term Exam**  **Thursday July 10 and Friday July 11** |
| 10 | July  14 – 18 | Module 9 | Discussion 6, Module Check 9 |
| 11 | July  21 – 25 | Module 10 | Response 6, Module Check 10, Quiz 4, Homework 3 |
| 12 | July/Aug  28 – 1 | Module 11 | Homework 4, Module Check 11, Quiz 5 |
| 13 | August  4 – 8 | **Final Review and Exam** | **Final Exam**  **Thursday August 7 and Friday August 8** |

Privacy: 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 sharing of recorded materials is prohibited.

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.