

SPM 5506 | Fall 2025

Instructor: Chris McLeod, Ph.D.

Office Hours: Monday 11:50-12:50, Thursday 1-2 EST FLG250 or over Zoom

[mcleod.c@ufl.edu](mailto:mcleod.c@ufl.edu)

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

**Chris McLeod, PhD**

Assistant Professor

[mcleod.c@ufl.edu](mailto:mcleod.c@ufl.edu)

### Course Requirements

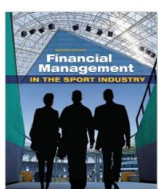
Points	Assessment
11%	Quizzes and worksheets (18 weighted evenly)
4%	Excel assignments (4 x 1% each)
5%	Applications (5 x 1% each)
40%	Homework (4 x 10% each)
20%	Exam One
20%	Exam Two
<b>100%</b>	<b>Total</b>

### 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
US\$

### 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 Aug 29 Chapter 1 Quiz due Aug 29; Introduction to Finance Worksheet due Sep 5; Introduction to Microsoft Excel due Sep 5
<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 Sep 9; Financial Statements and Ratios Worksheet due Sep 12; Team Financial Ratios Application due Sep 12
<b>Week 3</b>	<b>Risk and Return I</b> <i>Read this:</i> Chapter 3: Risk <i>Assignments:</i> Chapter 3 Quiz due Sep 16; Risk and Return Worksheet Due Sep 19; <b>Risk and Return Homework due Sep 26</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 Sep 26; Risk and Return on Excel due Sep 26
<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 Sep 30; Time Value of Money Worksheet Due Oct 3; <b>Time Value of Money Homework Due Oct 10</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 Oct 10; NFL Contracts Application Due Oct 10 <b>Exam One due Oct 16</b>
<b>Week 7</b>	<b>Depreciation</b> <i>Read this:</i> Chapter 5: Introduction to Financial Management <i>Assignments:</i> Chapter 5 Quiz due Oct 21; Depreciation Worksheet Due Oct 24
<b>Week 8</b>	<b>Economic Impact Analysis</b> <i>Read this:</i> Chapter 12: Economic Impact Analysis, Houston Rodeo economic impact analysis <i>Assignments:</i> Chapter 12 Quiz due Oct 28; Economic Impact Worksheet Due Oct 31; MLB All-Star Game Application due Oct 31; <b>Economic Impact Analysis Homework due Nov 7</b>
<b>Week 9</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 Nov 4; Debt and Equity Financing Worksheet due Nov 7
<b>Week 10</b>	<b>Capital Budgeting I</b> <i>Read this:</i> Chapter 8: Capital Budgeting <i>Assignments:</i> Chapter 8 Quiz due Nov 11; Capital Budgeting Worksheet due Nov 14; <b>Capital Budgeting Homework due Nov 21</b>
<b>Week 11</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 Nov 21; Golf Course Application due Nov 21 <b>Exam Two due Dec 11</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 class attendance and 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 while watching the videos. Worksheets are designed to give students a low-stakes opportunity to practice their knowledge. Students will receive full marks for completed worksheets even if answers are incorrect. 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: (4 x 10%) 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 3. Risk
- Homework 2: Chapter 4. Time Value of Money
- Homework 3: Chapter 12. Economic Impact
- Homework 4: 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

This course follows university policies as described in the following link:

<https://go.ufl.edu/syllabuspolices>

**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>.