

# Sport Finance and Business

SPM 4515 | 14619 | 3 credits | Fall 2026

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## Course Info

### INSTRUCTOR

**Gidon Jakar, PhD**

Office: Florida Gym, 304

Office Phone: (352) 294-1685

Email: [gjakar@ufl.edu](mailto:gjakar@ufl.edu)

Preferred Method of Contact: **email**

### OFFICE HOURS

Tuesdays, 1-3pm, room 304 (Florida gym), or via zoom if requested (a zoom link will be provided if needed)

### MEETING TIME/LOCATION

FLG 210 M,W,F | Period 7 (1:55 PM - 2:45 PM)

## 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 examining 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 AND RECOMMENDED MATERIALS

Optional reading:

- Sport Finance (Gil Fried, Timothy D. DeSchrive, & Michael Mondello); 5th or 4th 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)
- There are no supply or material fees for this course.
- Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor(s). The instructor(s) is only responsible for these instructional materials

## **COURSE FORMAT**

- **Instructional Methods:** This is an in-person class with some segments (outlined below) that will be conducted via zoom (group project meetings and guest lectures). You are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.
- Fridays will be primarily dedicated to group project meetings with me either in-person or via zoom, see the schedule below for a more detailed schedule
- **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 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 and 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.

## **Course & University Policies**

## ATTENDANCE

- Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. See [UF Academic Regulations and Policies](#) for more information regarding the University Attendance Policies.
- Attendance will not be taken regularly. However, please note that there will be occasional in-class assignments that will include recording attendance. Some of these discussions are included in the syllabus (note the schedule table at the bottom of the syllabus), but there will also be other short in-class assignments in other classes.
- Please note university policies regarding attendance (this will be enforced if a student is notably absent from several classes, evident from missed in-class assignments).
- If you are absent from more than two classes, please notify me.

## PERSONAL CONDUCT & ACADEMIC INTEGRITY

University of Florida students are bound by the Honor Pledge. On all work submitted for credit by a student, the following pledge is required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The [Student Honor Code and Conduct Code \(Regulation 4.040\)](#) specifies a number of behaviors that are in violation of this code, as well as the process for reported allegations and sanctions that may be implemented. All potential violations of the code will be reported to Student Conduct and Conflict Resolution. If a student is found responsible for an Honor Code violation in this course, the instructor will enter a Grade Adjustment sanction which may be up to or including failure of the course. *Feel free to include more details on your personal policies for student behaviors (cell phone use, etc.)*

## APPROPRIATE USE OF AI TECHNOLOGY

The UF Honor Code strictly prohibits [cheating](#). The use of any materials or resources prepared by another person or Entity (inclusive of generative AI tools) without the other person or Entity's express consent or without proper attribution to the other person or Entity is considered *cheating*. Additionally, the use of any materials or resources, through any medium, which the Faculty / Instructor has not given express permission to use and that may confer an academic benefit to a student, constitutes *cheating*.

## 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. Link to more information regarding this policy: <https://aa.ufl.edu/policies/in-class-recording/>

## EXAM MAKE-UP POLICY

Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. See [UF Academic Regulations and Policies](#) for more information regarding the University Attendance Policies.

Late submissions of weekly assignments will result in a loss of points (depending on how late the assignment was submitted)

Late submissions of the midterm and final project will incur a loss of points unless students provide adequate reasons for the late submission (note the time on Canvas when projects are due!).

## 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. *Any variation of this statement is acceptable. More details are always helpful for our DRC-registered students.*

## 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 someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).
- **University Police Department:** Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room / Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; or visit the [UF Health Emergency Room and Trauma Center website](#).
- **GatorWell Health Promotion Services:** For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

### ACADEMIC RESOURCES

- **E-learning technical support:** Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

- **Career Connections Center**: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- **Library Support**: Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center**: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- **Writing Studio**: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- **Student Complaints & Grievances**: Students are encouraged to communicate first with the involved person(s), but [here](#) is more information on the appropriate reporting process.

## Grading

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):

**Table 1: Course evaluation**

Evaluation Components		Percent of Total Grade
Weekly Unit assignments (10)	10pts = 100pts	33%
Midterm project (1)	100pts = 100pts	33%
Final (group) project (1)	100pts = 100pts	33%

- **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 (8 x 10pts + 1\*20 = 100 pts maximum)**: There will be nine weekly assignments during the semester including content ones and Excel ones. Grades will range between 0-10 (0-20 for one assignment). 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 posted on Canvas prior to class times on Fridays unless stated otherwise. See the chart below for the grading rubric for the content assignments and please pay attention to the guidelines for each assignment.

**Table 2: Weekly assignment grading rubric**

Criterion	Exemplary	Proficient	Proficient-	Unsatisfactory	Score
Weekly assignment	8-10	6-7	2-5	0-2	_____/10 pts
	The student submitted the assignment and coherently discussed the topic of the assignment or completed all the tasks in Excel	The student submitted a partial assignment and/or only got the answers partially correct	Failed to address the actual topic, submit an insufficient assignment	Students used AI to complete the assignment without citing how it was used, or the student failed to submit the assignment	

- **Midterm:** Starting at the end of the 6<sup>th</sup> week and during the 7<sup>th</sup> week of the semester (Feb 20 – 27) there will be a take-home midterm exam/project that will include short open-ended questions and Excel sections needed to answer some of the questions. You will receive the questions February 20<sup>th</sup> at 1:55PM, and the midterm will be due Friday February 27<sup>th</sup> at 2:45PM. Grading of the open-ended questions (ten questions worth 5 points each = 50/100 total points, Excel portion is 50/100 of the grade) in the midterm will follow the grading rubric below:

**Table 3: Midterm grading rubric**

Criterion	Exemplary	Proficient+	Proficient	Proficient-	Unsatisfactory	Score
Open-ended questions (10)	5	4	3	2	0-1	_____/50 pts
	Answered questions in a clearly articulated manner	Answered questions in a clearly articulated manner but missing information	Answered 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, answered insufficiency, used AI to answer the question without citing how it was used	

- **Final group project:**
  - This is a group project
  - Groups will consist of 3-4 students
  - There will be a group participation/effort rubric each student will complete to evaluate individual effort that will also reflect the final individual grade
    - Equal or more than equal share of the effort will incur complete grade
    - Notable lack of effort will incur a reduction in the grade compared to the rest of the group
  - The final project submission will include two parts:
    - Written document with figures and/or tables exhibiting relevant data (90% of the grade)
    - Excel or other file/script showing the analytics steps used to examine financial details (10% of the grade)
  - Each group will be assigned a sport finance related topic/case study they will evaluate using concepts, terminology and tools covered in class
  - Case studies will primarily involve stadium finance projects and college athletic department finances unless students request to work on a different topic of their choice if approved by the lecturer
  - ***Further guidelines for the final project will be provided on Canvas***
  - The project is due at the end of the allotted exam date and time
  - See the following table for grading rubrics:

**Table 4: Final project grading rubric**

Criterion	Exemplary	Proficient	Proficient-	Unsatisfactory	Score
Written section points	Students prepared a well-articulated and designed project that used Excel and financial data	Students prepared a well-articulated and designed project but were missing some sections	Students submitted the project missing several sections	Failed to submit the final project, used AI to complete the assignment without citing how they used it, and/or submitted an assignment missing most of the content	_____/90 pts (90/100 of the final grade for the final project)
Design (10)	9-10	8-7	5-6	0-4	10/90
	Students submitted a project following the design guidelines	Students submitted a project partially following the design guidelines	Students submitted the project ignoring several of the design guidelines	Failed to submit the project or did not follow any of the design guidelines	
Introduction (15)	13-15	11-13	8-11	0-7	15/90
	Students provided a clear introduction related to their topic and followed the guidelines	Students provided a clear introduction related to their topic and followed part of the guidelines	Students provided an introduction related to their topic but did not follow the guidelines	Students did not include an adequate introduction or failed to follow any of the guidelines	
Main body (50)	45-50	40-44	30-39	0-29	50/90
	Students used financial data and calculations to provide a detailed overview of the topic and incorporated terminology covered in class	Students included financial data but did not include calculations in Excel to provide a detailed overview of the topic and incorporated terminology covered in class	Students included some financial data but did not include calculations in Excel or provide a detailed overview of the topic and incorporated terminology covered in class	Students failed to incorporate financial data and calculations in their project or used AI to complete some or most of the project without citing how they used it	
Conclusions (15)	13-15	11-13	8-11	0-7	15/90
	Students provided a clear conclusion related to their topic and followed the guidelines	Students provided a clear conclusion related to their topic and followed part of the guidelines	Students provided a conclusion related to their topic but did not follow the guidelines	Students did not include a conclusion section or failed to follow any of the guidelines	



## 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/>.

**Table 5: Grading letter scores**

Letter Grade	Percent of Total Points Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	93.00-100%	4.0
A-	90.00-92.99%	3.67
B+	87.00-89.99%	3.33
B	83.00-86.99%	3.0
B-	80.00-82.99%	2.67
C+	77.00-79.99%	2.33
C	73.00-76.99%	2.0
C-	70.00-72.99%	1.67
D+	67.00-69.99%	1.33
D	63.00-66.99%	1.0
D-	60.00-62.99%	0.67
E	0-59.99%	0

## Weekly Course Schedule

### CRITICAL DATES & UF OBSERVED HOLIDAYS

- January 19: Martin Luther King, Jr. Day (Monday)
- March 14 – 21: UF Spring Break (Monday - Friday)
- April 23 – 24: UF Spring Semester Reading Days (Thursday – Friday)

Table 6: Weekly schedule

Week	Dates	Topic and Assignments	Due Dates
<b>1</b>	<b>Jan 12 – 16</b>	<b>Introduction to Sport Finance</b>	<b>Weekly A1</b>
	12-Jan	Introduction - course layout and overview of what is sport finance	
	14-Jan	Syllabus review and introduction to Excel	
	16-Jan	Zoom with Neil Schwartz SBR – meet via zoom	
<b>2</b>	<b>Jan 19 – 23</b>	<b>Sport Industry Sectors and Segments</b>	<b>Weekly A2</b>
	19-Jan	No class	
	21-Jan	Sport Industry Sectors and Segments & Class discussion - publicly financed venues	
	23-Jan	Group project meetings – meet via zoom	
<b>3</b>	<b>Jan 26 – 30</b>	<b>Basic Financial Concepts</b>	<b>Weekly A3</b>
	26-Jan	Overview of financial concepts	
	28-Jan	Financial concepts - value of money	
	30-Jan	Excel	
<b>4</b>	<b>Feb 2-6</b>	<b>Assets and Liabilities</b>	<b>Weekly A4</b>
	2-Feb	What are assets in sport finance	
	4-Feb	What are liabilities in sport finance	
	6-Feb	Final project discussion and overview	
<b>5</b>	<b>Feb 9-13</b>	<b>Financial Statements</b>	<b>Weekly A5</b>
	9-Feb	Overview of financial statements and in-class assignment	
	11-Feb	Excel	
	13-Feb	Group project meetings – meet via zoom	
<b>6</b>	<b>Feb 16-20</b>	<b>Understanding Revenue</b>	
	16-Feb	Revenues - from a sport finance perspective	
	18-Feb	In-class assignment and discussion	
	20-Feb	Working on the midterm project ( <i>no class meeting</i> )	
<b>7</b>	<b>Feb 23 – 27</b>	<b>Midterm</b>	<b>Weekly A6</b>
		Working on the midterm project ( <i>no class meeting</i> )	
<b>8</b>	<b>Mar 2 – 6</b>	<b>Understanding Expenses</b>	
	2-Mar	Expenses - practice	
	4-Mar	Expenses - theory	

	6-Mar	Group project meetings – meet via zoom	
<b>9</b>	<b>Mar 9 - 13</b>	<b>Notes on midterm and Excel</b>	
	9-Mar	Midterm review	
	11-Mar	Excel	
	13-Mar	Group project meetings - <i>in-person</i> or viz zoom (if necessary)	
<b>10</b>	<b>Mar 16 – 20</b>	<b>Spring Break</b>	
		Spring Break	
<b>11</b>	<b>Mar 23 – 28</b>	<b>Budgeting and short-term cash management</b>	<b>Weekly 7 &amp; 8</b>
	23-Mar	Budgeting	
	25-Mar	Short-term cash management	
	27-Mar	Group project meetings – meet via zoom	
<b>12</b>	<b>Mar 30 – Apr 3</b>	<b>Notes and working on final project</b>	
	30-Mar	Final project overview	
	1-Apr	Working on final project (Passover) ( <i>no class meeting</i> )	
	3-Apr	Working on final project (Passover) ( <i>no class meeting</i> )	
<b>13</b>	<b>Apr 6 – 10</b>	<b>Notes and working on final project</b>	
	6-Apr	Working on final project (Passover) ( <i>no class meeting</i> )	
	8-Apr	Working on final project (Passover) ( <i>no class meeting</i> )	
	10-Apr	Group projects - class discussion	
<b>14</b>	<b>Apr 13 – 18</b>	<b>Long term cash management</b>	<b>Weekly 9</b>
	13-Apr	Long term cash management	
	15-Apr	Excel	
	17-Apr	Group project meetings – meet via zoom	
<b>15</b>	<b>Apr 20 – 22</b>	<b>Financial planning and ratios, and final notes</b>	<b>Weekly 10</b>
	20-Apr	Financial planning and ratios	
	22-Apr	Concluding notes	
<b>Final project due – 4/30/2026 – 5:00pm</b>			