

Course Syllabus **HHPS 521.01W Finance and Economics in Sport (Online)**

Dr. Gwendolyn M. Weatherford, CAPE
Gwen.Weatherford@tamuc.edu
Office: Online
Office Hours: Online by appointment
Skype Name: gwendolyn.weatherford

Class Meeting Class Meeting: Online

Textbook Required:

American Psychological Association. (2010). *Publication Manual of the American Psychological Association* (6th ed.). Washington, DC: APA.

Fried, G., Shapiro, S. J., & DeSchriver, T.D. (2013). *Sport Finance* (3 ed.). Champaign, IL: Human Kinetics.

Course Description An examination of the principles of economics and finance as applied to sport and recreation organizations. Topics include an overview of the sport industry and financial indicators for strategic planning, strategies for generating revenue, and the allocation of resources. A study of revenue sources available to sport organizations such as tax support, municipal and corporate bonds, ticket sales, concessions, fund raising, and sponsorship.

Grading Policy

A 89.5 - 100 (Exceptional, Mastery)
B 79.5 – 89.4 (Above Average, Good Performance & Learning)
C 69.5 – 79.4 (Average)
D 59.5 – 69.4 (Poor)
F 59.4 and below (Failing)

10%	Discussions (5)
30%	Sport Finance Research Creative Briefings (3)
10%	Abstract
20%	Audio/Visual Poster Presentation
30%	Culminating Research Paper

Late assignments will receive a grade of zero "0".

Course Objectives

Upon completion of this course, the student will:

- Understand basic financial terminology as related to sport and recreation.
- Be aware of the economic challenges that confront sport managers.
- Have an understanding of the budgeting process, including income/revenue and cost/expenses.
- Understand and have knowledge of revenue generation and fund-raising strategies as related to sport organizations.
- Be aware of, and understand, the differences between public and private revenue sources.
- Understand corporate sponsorships, and the pros and cons of establishing a relationship with outside business entities.
- Demonstrate the ability to write in accordance with the guidelines set forth by the American Psychological Association (6th ed.).

eCollege

This course is an online course that will be 100% online and is located within eCollege. To log onto eCollege, visit the University's main website, then click on "My Leo." Log on using your CWID and your password, which is probably your birthday in 6 digits (e.g. May 6, 1980 would be 050680). Then click on eCollege. Select this course and use the headings on the left to navigate.

The following support options are available 24 hours a day / 7 days a week:

- **Help:** Click on the 'Help' button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)
- **Chat Support:** Click on 'Live Support' on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.
- **Contacting Your Instructor:** If you have questions pertaining to the content of this course (e.g., questions about an exam, course due dates, grades, etc.), please email me directly.

Statement of Student Behavior

"All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment." (See Student's Guide Handbook, Policies and Procedures, Conduct). Inappropriate behavior will result in a warning followed by class dismissal and a student / teacher conference. Continued inappropriate behavior will result in permanent dismissal from the course.

ADA Statement

Texas A&M University-Commerce is committed to providing access and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. Americans with Disabilities Act (ADA) accommodations will be made in accordance with the law. To request ADA accommodations, please communicate your needs (number) of days before the activity or program you plan to attend by contacting the Director of Disability Resources and Services, 903.886.5835.

Course Policies and Procedures

1. eCollege, email, or Skype will be our primary methods of communication. Please refer to these regularly.
2. The due date listed for assignments is the LAST chance to submit them. Please turn in your work early. I DO NOT accept late assignments. Any student missing an exam or assignment without prior arrangement will receive a score of zero.
3. If you have a question or concern, TALK to me. I am here and very willing to be helpful. Please make every attempt to contact me when questions arise.
4. Academic honesty: At no time should you submit work in place of your own or utilize the words, thoughts, or phrases of other authors. You are required to abide by APA guidelines which state “researchers do not claim the words and ideas of another as their own; they give credit where credit is due (APA Ethics Code Standard 8.11, Plagiarism). Plagiarism, self-plagiarism, and academic cheating is a violation of the university’s student code of conduct and will be reported to the Dean of Students on all occasions. Please err of the side of caution and become very familiar with your APA Manual.

Tentative Course Schedule

Readings and Assignments	All Weekly Assignments Due Friday by 11:59pm.
Week 1	Friday, June 12 th by 11:59pm
Readings:	Chapter 1 & 2: Financial Issues & Concepts in Sport Chapter 3 & 4: Financial Systems & Business Structures
Assignments:	Introduction Discussion I Discussion II
Week 2	Friday, June 19 th by 11:59pm
Readings:	Chapter 6 & 7: Time Value of Money & Financial Planning Chapter 8, 9, & 10: Funding, Stocks, & Bonds
Assignments:	SFRBC I Abstract Due Discussion III
Week 3	Friday, June 26 th by 11:59pm
Readings:	Chapter 11 & 14: Capital Budgeting, Taxation, & Legal Issues Chapter 16: Auditing
Assignments:	SFRBC II Discussion IV
Week 4	Friday, July 3 rd by 11:59pm
Assignments:	SFRBC III Discussion V
Week 5	
Assignments:	Audio/Visual Poster Submission (Due Monday, July 6 th by 8am) Culminating Research Paper (Due Thursday, July 9 th by 11:59pm)