



## **HHPS 410.01W Economics and Finance of Sport** COURSE SYLLABUS Fall 2017

**Instructor:** Dr. Clay Bolton, Assistant Professor for Sport and Recreation Management

**Office Location:** Fieldhouse 100D

**Office Hours:** MW 1:30-3:30 pm, T 9:30-11:30 am and by appointment

**Office Phone:** 903-886-5544

**University Email Address:** clay.bolton@tamuc.edu

**Preferred Form of Communication:** Email through the Pearson LearningStudio (eCollege) system, University email as a secondary form.

**Communication Response Time:** I will always try to respond the same day, if possible, excluding weekends and holidays!

### **COURSE INFORMATION**

**Required Textbook:** *Hard Copy or ebook is acceptable. Please note that I am requiring the new edition 2016 (2<sup>nd</sup>)*

Brown, M., Rascher, D., Nagel, M. & McEvoy, C. (2016). *Financial Management in the Sport Industry* (2<sup>nd</sup> Edition). Scottsdale, Arizona: Holcomb Hathaway. ISBN 978-1-62159-011-8 (print) ebook ISBN: 978-1-62159-012-5

**Supplemental Readings:** Students will be required to read each week from the following sources:

Journal of Sport Management

Sport Business Journal,

Sport Business Daily

Wall Street Journal

Dallas Morning News

and on-line sites, in order to post topic threads and reply to weekly discussions on current happenings in regards to economics and finance in our business of sport.

*Syllabus/schedule subject to change*

**APA format:**

Please use APA 6th Edition (American Psychological Association). American Psychological Association. (2010). *Publication Manual of the American Psychological Association* (6<sup>th</sup> ed.) Washington, DC: American Psychological Association. All papers should have the title of the work, the class name, the name of the student and professor, and the due date and submission date incorporated in *one line* of the header on the 1<sup>st</sup> page only. Papers not in this format will be requested for resubmission without grading, and record them as late according to when the paper is resubmitted. Substantial grade reductions will occur on any final drafts failing to follow these guidelines for submitted written work.

**Course Description: (3 hrs)**

An examination of the principles of finance as applied to budgeting, operations, and business decisions in recreation and sport organizations. Topics include financial indicators for strategic planning, strategies for generating income, and the allocation of resources. Prerequisites: HHPS 100, 110, 200. Junior/Senior Standing. Texas A & M - Commerce 2015-2016 Undergraduate Catalog.

**Student Learning Outcomes:**

Upon the completion of this course students will be able to:

1. Exhibit the ability to effectively apply basic business concepts to Sport.
2. Have the ability to analyze, interpret, and respond to financial data from the managerial perspective.
3. Discuss and effectively communicate business practices within the current sport environment.
4. Be able to discuss current influences and trends in the business of Sport.

## **COURSE REQUIREMENTS**

This is a fully online course. It is instructor led and has a schedule with deadlines. The course content is organized by weekly learning units in Pearson LearningStudio.

If you are on campus you are always welcome to stop by my office and discuss the class and I will help you with any aspect of the course.

Otherwise, please use the Pearson LearningStudio (eCollege) system for communicating, submitting assignments and taking quizzes and exams. If and only if you encounter an error or in the event the system is down should you turn in assignments or contact me via email. Once again, this course is instructor led and is date and schedule intensive. Please note that for purposes of the course each week will begin on Monday morning at 7:00 am and end each week on Sunday at Midnight.

### **Student Responsibilities:**

1. You should complete each weekly module (to include reading and understanding of lecture slides, reading each chapter from the textbook, participating in the weekly discussions (outside reading) and taking each quiz).
2. You should post a topic or at the very least respond to a topic already mentioned each week as a discussion participant. You will need to read journals as well as review other sources in order to be well versed for this weekly exercise.

As your instructor, I will initiate a discussion topic if one is not offered by a member of the class. Please note that you can gain extra points each week by being a discussion leader (meaning you are actively starting well thought out discussions and reinforcing those topics with a reference).

3. You should complete the two required papers before the due dates and make certain they are in APA format and free of spelling and grammatical errors.

Additionally, you should ensure that you are producing your own work and giving credit to others when you use their work in your paper. Also, because this is an upper level course I expect you to strictly follow the required number of pages and do the research to produce a junior / senior level document. One that you are proud to present and one that I am proud to read!

4. Be well prepared for the mid-term exam (which will consist of the first portion of the course only and the first 8 chapters of the text), as well as the final exam (which will consist of the last portion of the course and chapters 9-15).

**\*Reminder about APA:**

Students are expected to do their own work (note: simply turning work in does not guarantee a good grade).

Please note that all assignments **must be typed, a 1-inch margin on all sides, double-spaced in 12-point font (Times New Roman only). Please use APA 6th Edition (American Psychological Association).**

American Psychological Association. (2010). *Publication Manual of the American Psychological Association* (6<sup>th</sup> ed.) Washington, DC: American Psychological Association. All papers should have the title of the work, the class name, the name of the student and professor, and the due date and submission date incorporated in *one line* of the header on the 1<sup>st</sup> page only. Papers not in this format will be requested for resubmission without grading, and record them as late according to when the paper is resubmitted. Substantial grade reductions will occur on any final drafts failing to follow these guidelines for submitted written work. Additionally, all citations in the content of the paper(s) and the reference page should be in APA format as well.

Summary of Assignments and Assessments:

Quizzes (15 @ 10 points each)	= 150 points
Current Topic Disc. threads (15@ 10 pts each)	= 150 points
2 papers (1 @ 50 pts & 1 @100 pts)	= 150 points
2 Exams (100 points each)	= <u>200 points</u>
	650 points

## Modules

There will be 15 modules for this course; one per week and one for each chapter in the text book. Each module will consist of lecture slides and a quiz at the end of the module.

Each Module will be available online at the beginning of each week (Monday at 7:00 am) and will close at the end of that week (Friday at midnight).

For those students who like to get ahead, you will be able to read ahead in your text, and you may be able to complete a module during the first few days of the week. Others may wish to complete the module at a slower more even pace. While I respect we may have students who want to move quickly through the modules, I want to keep everyone on the same schedule.

\*Please see the course calendar and schedule at the end of the syllabus, and keep in mind it is subject to change!

## Assignments

**Current Topic Discussion Threads** – This assignment is designed to keep you up to date on current trends, happenings, and stories related to the business of sport.

Each week you will have an opportunity to post a topic in the discussion section of the course or to simply respond to a topic being discussed. In other words, students can introduce a topic or contribute to the existing discussion.

For example, Student "A" in the class posts a topic in week two related to the SEC announcing a new marketing agreement with Cracker Barrel Restaurants to carry SEC official merchandise in all of its stores from Texas to South Carolina for \$14 million with revenue to be shared equally by each institution in the conference in a given year of the contract.

Student "B" replies while this deal sounds interesting, how and why did the conference office decide on that particular restaurant chain?

For each post or response in a given weekly discussion, students can earn 10 points (15 weeks, 10 points possible, for a total of 150 points for the semester).

Please understand if you do not participate you will receive a grade of "0" for that week.

## **Assessments**

The assessments include weekly quizzes and two exams and papers.

**Quizzes:** Their purpose is to ensure you are keeping up with the readings. The weekly quizzes will be 10 points each and consist of 10 questions.

(15 quizzes at 10 points each = 150 total possible quiz points).

Quiz Study Tip: You should be familiar with the entire chapter of the book and pay close attention to the case study in each chapter.

**Exams:** There will be two exams for this course, a mid-term (covering the first 8 modules, 8 quizzes, and 8 chapters of the semester, to include discussions, case studies, and current topics in the business of sport) and a final (covering modules 9-15, those quizzes, and the corresponding chapters, discussions, case studies and current topics from the second portion of the course.)

Each exam will have a total of 100 points and consist of true/false, multiple choice, as well as possible short answer and discussion type questions.

The open dates and times for each exam can be found in the schedule and calendar section at the end of the syllabus.

**Papers (one position paper and one major paper):** There are two required papers to be completed by the given date in the semester (found at the end of the syllabus). The papers should follow the American Psychological Association (APA) format. More details about the required papers are as follow:

**Position Paper, "Why is Sport a Business?"** : This paper is worth 50 points.

Students are encouraged to examine the history of the business of sport (could be professional sports, big-time college athletics, the World Cup,

Olympics, Motor Sports, etc.) and make an argument for why most of the world we study and explore is really a business. You should include legitimate and documented facts to support your position.

The Position Paper requirements are:

6 pages in length

Cover page

4 pages of content in APA format

At least 1 properly cited reference page.

This paper is due near the mid-term of the semester and on the date in the schedule and calendar found at the end of the syllabus.

**Major Topic Paper:** This paper is worth 100 points.

Students select an area of the world of sport, such as financing a stadium in a given city, player salaries, costs of a family attending live sporting events, the paying of division I student-athletes, coaches salaries, the bidding war for FIFA World Cup hosting and Olympic hosting, travel and elite sport programs and associations for youth, etc.

The Major Topic Paper requirements are:

12 pages in length

Cover page

10 pages of content in APA format

At least 1 properly cited reference page

This paper is due near the end of the semester and on the date in the schedule and calendar found at the end of the syllabus.

### Summary of Assignments and Assessments:

Quizzes (15 @ 10 points each)	= 150 points
Current Topic Disc. threads (15@ 10 pts each)	= 150 points
2 papers (1 @ 50 pts & 1 @100 pts)	= 150 points
2 Exams (100 points each)	= <u>200 points</u>
	650 points

## **GRADING**

Final grades in this course will be based on the following scale:

585 points and above = A

520-584 = B

455-519 = C

390-454 = D

389 and below =F

Extra Credit Policy: There is NO Extra Credit permitted in this course!



### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook).

#### **Campus Concealed Carry**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to

((<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

#### **Students with Disabilities:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**

**Texas A&M University-Commerce**

**Gee Library**

**Room 132**

**Phone (903) 886-5150 or (903) 886-5835**

**Fax (903) 468-8148**

**StudentDisabilityServices@tamuc.edu**

## TECHNOLOGY REQUIREMENTS

- To fully participate in online courses you will need to use a current Flash enabled browser. For PC users, the suggested browser is Google Chrome or Mozilla Firefox. For Mac users, the most current update of Firefox is suggested.
- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
  - 512 MB of RAM, 1 GB or more preferred
  - Broadband connection required courses are heavily video intensive
  - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
  - Sound card, which is usually integrated into your desktop or laptop computer
  - Speakers or headphones.
  - \*For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site](http://www.java.com/en/download/manual.jsp)  
<http://www.java.com/en/download/manual.jsp>
- Current anti-virus software must be installed and kept up to date.
- Run a browser check through the Pearson LearningStudio Technical Requirements website. [Browser Check](http://help.ecollege.com/LS_Tech_Reg_WebHelp/en-us/#LS_Technical_Requirements.htm#Browset)  
[http://help.ecollege.com/LS\\_Tech\\_Reg\\_WebHelp/en-us/#LS\\_Technical\\_Requirements.htm#Browset](http://help.ecollege.com/LS_Tech_Reg_WebHelp/en-us/#LS_Technical_Requirements.htm#Browset)

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
  - [Adobe Reader](https://get.adobe.com/reader/) <https://get.adobe.com/reader/>

- [Adobe Flash Player](https://get.adobe.com/flashplayer/) (version 17 or later)
- [Adobe Shockwave Player](https://get.adobe.com/shockwave/)
- [Apple Quick Time](http://www.apple.com/quicktime/download/)
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.
- For additional information about system requirements, please see: [System Requirements for LearningStudio](https://secure.ecollege.com/tamuc/index.learn?action=technical)

## ACCESS AND NAVIGATION

Pearson LearningStudio (eCollege) Access and Log in Information

This course will be facilitated using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to [myLeo](http://www.tamuc.edu/myleo.aspx).

**You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).**

It is strongly recommended that you perform a "Browser Test" prior to the start of your course. To launch a browser test, login to Pearson LearningStudio, click on the "My Courses" tab, and then select the "Browser Test" link under Support Services.

## Pearson Learning Studio Student Technical Support

Texas A&M University-Commerce provides students technical support in the use of Pearson LearningStudio.

Technical assistance is available 24 hours a day/ 7 days a week.

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the Pearson LearningStudio Help Desk, available 24 hours a day, seven days a week.

The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with a Pearson Learning Studio Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with Pearson Learning Studio Technical Support Representative.
- **Email:** [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) to initiate a support request with Pearson LearningStudio Technical Support Representative.

**Accessing Help from within Your Course:** Click on the '*Tech Support*' icon on the upper left side of the screen inside the course. You then will be able to get assistance via online chat, email or by phone by calling the Help Desk number noted below.

**Note:** Personal computer problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, an Internet cafe, or a bookstore, such as Barnes & Noble, etc.

### Policy for Reporting Problems with Pearson LearningStudio

Should students encounter Pearson LearningStudio based problems while submitting assignments/discussions/comments/exams, the following procedure **MUST** be followed:

1. Students must report the problem to the help desk. You may reach the helpdesk at [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or 1-866-656-5511

2. Students **MUST** file their problem with the helpdesk and obtain a helpdesk ticket number
3. Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and to provide me with the helpdesk ticket number
4. At that time, I will call the helpdesk to confirm your problem and follow up with you

**PLEASE NOTE:** Your personal computer/access problems are not a legitimate excuse for filing a ticket with the Pearson LearningStudio Help Desk. You are strongly encouraged to check for compatibility of your browser **BEFORE** the course begins and to take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform. **ONLY** Pearson LearningStudio based problems are legitimate.

### **Internet Access**

An Internet connection is necessary to participate in discussions and assignments, access readings, transfer course work, and receive feedback from your professor. View the requirements as outlined in Technology Requirements above for more information.

### **myLeo Support**

Your myLeo email address is required to send and receive all student correspondence. Please email [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu) or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at [myLeo](https://leo.tamuc.edu). <https://leo.tamuc.edu>

### **Learner Support**


Go to the following link [One Stop Shop](#)- created to serve you by attempting to provide as many resources as possible in one location.  
<http://www.tamuc.edu/admissions/onestopshop/>

Go to the following link [Academic Success Center](#)- focused on providing academic resources to help you achieve academic success.  
<http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/>

## **FREE MOBILE APPS**

The Courses apps for phones have been adapted to support the tasks students can easily complete on a smaller device. Due to the smaller screen size course content is not presented.

The Courses app is free of charge. The mobile Courses Apps are designed and adapted for different devices.

	<b>App Title:</b>	<b>iPhone</b> – Pearson LearningStudio Courses for iPhone <b>Android</b> – LearningStudio Courses - Phone
	<b>Operating System:</b>	<b>iPhone</b> - OS 6 and above <b>Android</b> – Jelly Bean, Kitkat, and Lollipop OS
	<b>iPhone App URL:</b>	<a href="https://itunes.apple.com/us/app/pearson-learningstudio-courses/id977280011?mt=8">https://itunes.apple.com/us/app/pearson-learningstudio-courses/id977280011?mt=8</a>
	<b>Android App URL:</b>	<a href="https://play.google.com/store/apps/details?id=com.pearson.lsp_hone">https://play.google.com/store/apps/details?id=com.pearson.lsp_hone</a>

Once downloaded, search for Texas A&M University-Commerce, and it should appear on the list. Then you will need to sign into the myLeo Mobile portal.

The Courses App for Android and iPhone contain the following feature set:

- View titles/code/Instructor of all Courses enrolled in online
- View and respond to all discussions in individual Courses
- View Instructor Announcements in individual Courses
- View Graded items, Grades and comments in individual Courses
- Grade to Date
- View Events (assignments) and Calendar in individual Courses
- View Activity Feed for all courses
- View course filters on activities
- View link to Privacy Policy
- Ability to Sign out
- Send Feedback

## COMMUNICATION AND SUPPORT

This Course is being taught in an online only environment; however, if you are on campus you are always welcome to stop by my office and discuss the class and I will help you with any aspect of the course. Otherwise, please use the Pearson Learning Studio (ecollege) system for communicating and turning in assignments. If and only if you encounter an error or in the event that the system is down should you turn in assignments or contact me via email. Last resort would be to call my office phone and leave a voice mail message.

**Preferred Form of Communication:** Email through the Pearson LearningStudio (eCollege) system, University email as a secondary form.  
**Communication Response Time:** I will always try to respond the same day, if possible, excluding weekends and holidays!

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures:

You are responsible for completing all weekly modules, quizzes, current topic discussion threads, papers, and exams prior to the scheduled deadlines. This course is schedule and deadline intensive and is designed with rigor as well as some flexibility for all students in the class.

Additionally, no late work or extra credit is available for this course. Students must meet deadlines!

If an emergency occurs you must contact me immediately. Examples of an emergency would include a severe illness, hospitalization of a family member, loss of a loved one. Each case of an emergency must be brought to the attention of the professor. Any grace or make up period will be determined by the professor and on a case by case basis only!

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus

during the semester. Any changes made to the syllabus will be announced in advance.

### University Specific Procedures

#### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](http://www.albion.com/netiquette/corerules.html)  
<http://www.albion.com/netiquette/corerules.html>

#### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

## **COURSE SCHEDULE / CALENDAR**

Modules, Quizzes, Current Topic discussion threads, Papers, Exams and Due Dates. Each week the module, discussion threads, and quizzes are open from Monday morning at 7:00 am until Sunday of that same week, midnight!

Week One	Module 1 – Intro to Sport Finance	8/28-9/1
	Current Topic Threads due by 9/4 midnight	
	Quiz 1 due by 9/1 midnight	
Week Two	Module 2 – Analyzing Financial Statements And Ratios	9/4-9/8
	Current Topic Threads due by 9/8 midnight	
	Quiz 2 due by 9/8 midnight	



Week Three	Module 3 – Risk Current Topic Threads due by 9/15 midnight Quiz 3 due by 9/15 midnight	9/11-9/15
Week Four	Module 4 – Time Values of Money Current Topic Threads due by 9/22 midnight Quiz 4 due by 9/22 midnight	9/18-9/22
Week Five	Module 5 – Intro to Financial Mgmt. Current Topic Threads due by 9/29 midnight Quiz 5 due by 9/29 midnight	9/25-9/29
Week Six	Module 6 – Budgeting Current Topic Threads due by 10/9 Quiz 6 due by 10/6 midnight <b>*Position Paper due by 10/6 midnight</b>	10/2-10/6
Week Seven	Module 7 – Debt and Equity Financing Current Topic Threads due by 10/13 Quiz 7 due by 10/13 midnight	10/9-10/13
Week Eight	Module 8 – Capital Budgeting Current Topic Threads due by 10/20 midnight Quiz 8 due by 10/20 midnight <b>*Mid Term Exam available from midnight on 10/20 until midnight on 10/27</b>	10/16-10/20
Week Nine	Module 9 – Facility Financing Current Topic Threads due by 10/27 midnight Quiz 9 due by 10/27 midnight	10/23-10/27
Week Ten	Module 10 – Valuation Current Topic Threads due by 11/3 midnight Quiz 10 due by 11/3 midnight	10/30-11/3
Week Eleven	Module 11 – Feasibility Studies Current Topic Threads due by 11/10 midnight Quiz 11 due by 11/10 midnight	11/6-11/10

Week Twelve	Module 12 – Economic Impact Current Topic Threads due by 11/17 midnight Quiz 12 due by 11/17 midnight	11/13-11/17
Week Thirteen	Module 13-Public Sector Sport Current Topic Threads due by 11/26 midnight Quiz 13 due by 11/26 midnight	11/20-11/26
*Extra due dates for week thirteen because of the holiday schedule.		
Week Fourteen	Module 14- College Athletics Current Topic Threads due by 12/1 midnight Quiz 14 due by 12/1 midnight <b>*Major Paper due by midnight 12/1</b>	11/27-12/1
Week Fifteen	Module 15 – Professional Sport Current Topic Threads due by 12/8 midnight Quiz 15 due by 12/8 midnight	12/4-12/8
<b>Final Exam</b>	Final covering chapters 9-15 <b>Open from 12/8 until midnight 12/13</b>	12/8-12/13