



HHPS 410.01W Economics and Finance of Sport COURSE SYLLABUS Fall 2020

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

Office Location: NHS 146

Office Hours: MTWTH 9 am – 10 am, MTW 1 pm- 2 pm and by appointment

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Preferred Form of Communication: Email through the D2L (MyLeo Online) 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 newer edition 2016 (2nd)*

Brown, M., Rascher, D., Nagel, M. & McEvoy, C. (2016). *Financial Management in the Sport Industry* (2nd 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* (6th 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 1st 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 D2L (MyLEO Online).

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 D2L (My LEO Online) system for communicating, submitting assignments and taking quizzes, test 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 11:30 pm.

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). 20 points total each week.

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 two tests (which will consist of the first portion of the course only and the first 8 chapters of the text), as well as a second test which will consist of the last portion of the course and chapters 9-15). The Final Exam (actually a third test and by itself) is cumulative and counts 200 points.

***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 (6th 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 1st 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@ 20 pts each)	= 300 points
2 papers (1 @ 50 pts & 1 @100 pts)	= 150 points
2 tests (100 points each)	= 200 points
Final Exam	= <u>200 points</u>
	1000 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 (Sunday at 11:30 pm).

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 that 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 20 points (15 weeks, 20 points possible, for a total of 300 points for the semester).

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

Live Weekly Discussions

***Wednesday Live Discussions on Virtual Classroom. Each Wednesday (except for Thanksgiving Week and the last Week of the semester) I will be hosting a Live Discussion, accessible in MyLEO under the icon Virtual Classroom. This Live Discussion will take place from 10:00 am – 10:50 am and while you are not required to attend, it will give insight into hot topics for the week in regards to the Economics and Finances of Sport and Recreation. It should be fun and it will also give you good discussion point ideas!**

Assessments

The assessments include weekly quizzes, discussions and two tests and papers as well as cumulative final exam.

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.

Tests: There will be two tests 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 second test (covering modules 9-15, those quizzes, and the corresponding chapters, discussions, case studies and current topics from the second portion of the course.)

Each test 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 test can be found in the schedule and calendar section at the end of the syllabus. ***Please note there is a cumulative final exam at the end of the course, open during exam week!**

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 full 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. ***The Topic Must Be Approved by Dr. Bolton prior to November 1, no exceptions!**

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 full 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.

Final Exam: This will be cumulative and worth 200 Points

The Final Exam will be given at the very end of the course and will include questions from all of the chapters we cover and will include true/false and multiple choice items.

Summary of Assignments and Assessments:

Quizzes (15 @ 10 points each)	= 150 points
Current Topic Disc. threads (15@ 20 pts each)	= 300 points
2 papers (1 @ 50 pts & 1 @100 pts)	= 150 points
2 tests (100 points each)	= 200 points
Final Exam	= <u>200 points</u>
	1000 points

GRADING

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

900 points and above = A

800-899 = B

700-799 = C

600-699 = D

599 and below =F

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

TECHNOLOGY REQUIREMENTS

Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.

- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

Desktop Support

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	<p>The current major version of iOS (the latest minor or point release of that major version) and the previous major version of iOS (the latest minor or point release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version.</p> <p>Chrome: Latest version for the iOS browser.</p>

Device	Operating System	Browser	Supported Browser Version(s)
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- 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
- **For YouSeeU Sync Meeting sessions 8 Mbps is required.** Additional system requirements found here: <https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>
- 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.

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*)
<https://get.adobe.com/flashplayer/>
 - [Adobe Shockwave Player](https://get.adobe.com/shockwave/) <https://get.adobe.com/shockwave/>
 - [Apple Quick Time](http://www.apple.com/quicktime/download/) <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.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection 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, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Brightspace Support

Need Help?

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words "[click here](#)" to submit an issue via email.



System Maintenance

Please note that on the 4th Sunday of each month there will be System Maintenance which means the system will not be available 12 pm-6 am CST.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures:

You are responsible for completing all weekly modules, quizzes, current topic discussion threads, papers, tests 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.

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.ed

“A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students’ Rights and Responsibilities as a violation of the student Code of Conduct. ”

“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”

Week Six	Module 6 – Budgeting	9/28-10/4
	Current Topic Threads due by 10/4	
	Quiz 6 due by 10/4 11:30 pm	
	*Position Paper due by 10/4 11:30 pm	
	*Live Discussion on Wed, 9/30 at 10 am in Virtual Classroom	
Week Seven	Module 7 – Debt and Equity Financing	10/5-10/11
	Current Topic Threads due by 10/11	
	Quiz 7 due by 10/11 11:30 pm	
	*Live Discussion on Wed, 10/7 at 10 am in Virtual Classroom	
Week Eight	Module 8 – Capital Budgeting	10/12-10/18
	Current Topic Threads due by 10/18 11:30 pm	
	Quiz 8 due by 10/18 11:30 pm	
	*First Test available from 12:00 am on 10/12 until 11:30 pm on 10/18	
	*Live Discussion on Wed, 10/14 at 10 am in Virtual Classroom	
Week Nine	Module 9 – Facility Financing	10/19-10/25
	Current Topic Threads due by 10/25 11:30 pm	
	Quiz 9 due by 10/25 11:30 pm	
	*Live Discussion on Wed, 10/21 at 10 am in Virtual Classroom	
Week Ten	Module 10 – Valuation	10/26-11/1
	Current Topic Threads due by 11/1 11:30 pm	
	Quiz 10 due by 11/1 11:30 pm	
	*Live Discussion on Wed, 10/28 at 10 am in Virtual Classroom	

Week Eleven	Module 11 – Feasibility Studies Current Topic Threads due by 11/8 11:30 pm Quiz 11 due by 11/8 11:30 pm *Live Discussion on Wed, 11/4 at 10 am in Virtual Classroom	11/2-11/8
Week Twelve	Module 12 – Economic Impact Current Topic Threads due by 11/15 11:30 pm Quiz 12 due by 11/15 11:30 pm *Live Discussion on Wed, 11/11 at 10 am in Virtual Classroom	11/9-11/15
Week Thirteen	Module 13-Public Sector Sport Current Topic Threads due by 11/22 11:30 pm Quiz 13 due by 11/22 11:30 pm *Live Discussion on Wed, 11/18 at 10 am in Virtual Classroom **Last Live Discussion for the Semester!	11/16-11/22
Week Fourteen	Module 14- College Athletics Current Topic Threads due by 11/29 m Quiz 14 due by 11/29 11:30 pm *Major Paper due by 11:30 pm 11/29	11/23-11/29
Week Fifteen	Module 15 – Professional Sport Current Topic Threads due by 12/6 11:30 pm Quiz 15 due by 12/6 11:30 pm *Second Test Available from 11/30 to 12/6 11:30 pm	11/30-12/6
Final Exam	Final covering the entire course Open from 12:00 am 12/4 until 11:30 pm 12/10	12/4-12/10

