



**HHPS 521 01W – Finance & Economics in Sport (Online)
Summer I 2023**

Credit Hours: 3

Course Dates: 6/5/23 to 7/6/23

Course Location: Online

Instructor: Dr. Logan Schuetz

Office: Dallas Campus – 19th Floor #1933

Preferred Form of Communication: Email

E-mail: Logan.Schuetz@tamuc.edu

Office Hours: Online or by appointment

Communication Response Time: 24hrs

Required Text:

Brown, M. T., Rascher, D. A., Nagle, M. S. (2021). *Financial Management in the Sport Industry (3rd Edition)*. Routledge.

Additional readings will be assigned/provided by the instructor through D2L. Be sure to check your email and D2L for announcements and assignment details.

Course Description:

This course will analyze the relationship between finance and the sport and recreation industry. The purpose is to apply a series of basic financial and economic principles to the decision making process of sport firms and organizations. Issues include optimal pricing strategies, demand analysis, optimal financing, hiring decisions and investment decisions—all of which can be undertaken with the tools addressed in this course. This course examines a variety of financial management issues relevant to major professional sport franchises, the corporations that use sport as a vehicle for promotion and other organizations comprising the industry. Additional emphasis is placed on the financial and economic aspects of the public finance of sport facility construction and other forms of government subsidizes of the sport industry.

Class Format and Expectations:

Throughout the delivery of the course a variety of methods to stimulate students' intellectual curiosity and critical thinking skills will be used, including readings, instructor led PowerPoints, discussion forums, assignments, and individual and small team projects and papers. Even though this course is online, students are still expected to be active participants in the learning process. Assignments will be largely devoted to discussing the assigned readings and completing activities associated with the current topic. Participation is mandatory.

I expect that you will take ownership of your learning, complete all of the course readings and reflect on the application of these readings to your current or future jobs. I expect that you will master the

material, as well as how it is (or could be) applied to the sport industry. I also expect you to ask questions in a timely fashion and to submit your assignments on time. Late assignments will receive a **ZERO** unless permission is granted beforehand. I also expect you to be familiar with the course syllabus and schedule, which includes my contact information and office hours, required readings, learning outcomes, course requirements and evaluation, and course policies.

Course Objectives:

At the end of the summer session, the engaged student enrolled in HHPS 521 will be able to:

- To analyze the relationship between finance and the sport industry.
- To understand basic finance and economics theory and apply to sport organizations.
- To understand the financial and economic aspects of public finance of sport facility construction and other forms of subsidization of the sports industry.
- To analyze important current financial issues as they relate to professional sports leagues and intercollegiate athletics.
- To apply financial analysis and management principles to sports-related topics, such as tax incentives, sources of cash flow, risk management, and economic impact studies.

Course Requirements and Expectations:

- Regular participation is expected. Participation is part of the academic requirement of a course and reflects a commitment to your academic career. **If you are unable to complete course assignments for any reason, you are expected to get in touch with me and determine a timeline. General absence is not an excuse for missing work.**
- Class participation is demonstrated by being prepared to discuss the assigned readings (and other course materials) in a thoughtful and detailed manner, whether through discussion forums, assignments, projects, or papers. Peer interactions enhance the development of listening, analytical and critical thinking skills. Class discussion via online participation expands one's knowledge and often compels one to embrace another's perspective. Students are expected to ask questions and participate in class discussions online.
- Thoughtful completion of all assignments, examinations, and projects. **All work must be the original work of the student, developed specifically for this class.** Students should plan to complete their assignments on time. **Late assignments will receive a ZERO unless previous permission is granted.**

Additional Class Information:

- After assignments are returned, if you wish, you have five working days to arrange an appointment/Zoom meeting/phone call to discuss the evaluation.

Assessment:

Foremost in the determination of the final grade is the **preparation, quality, and comprehensiveness** of your work, as well as your participation in class discussion. Points and grades will be **earned**, not **given**. Grades will be calculated on a point basis. This is directly related to percentages, which are determined by computing points earned out of total points possible (refer to assignment weighting below). A: 90.0%+; B: 89.99-80.0%; C: 79.99-70.00%; D: 69.99-60.00%; F: 60.00>. From a point basis: A: 540+; B: 480+; C: 420+; D:360+; F: 360>.

Assignments and Weighting:

Discussion Posts – 2 per section, 10 points each (4 total)	40
Final Finance & Economics Presentation	100
Assignments – 1 per section, 50 points each (2 total)	100
Quiz – 1 per section, 30 points each (2 total)	60
Total	300

Discussion Posts: This is a chance for you to interact with your fellow students. I ask that you provide a thoughtful response to the provided prompt. I also ask that you respond to at least two of your classmates' posts with thoughtful comments. What I would like to see from discussion posts are thoughtfulness and effort. If you put the work in, you will be rewarded.

Finance & Economics Research Presentation: A rubric for the presentation is made available on D2L.

Assignments: A rubric for each assignment is made available on D2L.

Quizzes: Students will take several quizzes throughout the session that include multiple choice, true/false questions, and short answer to test your understanding of the required readings (will be scored out of 20pts).

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.

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>
- 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/>
 - Adobe Flash Player (version 17 or later) <https://get.adobe.com/flashplayer/>
 - 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.

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.

Interaction with Instructor Statement

It is my goal to respond to any questions you have within a 24-hour period Monday through Friday (weekends are an exception). If the matter is urgent, please include the word “urgent” in the email subject line.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures

- 1) Because this is an online course, you may never meet me or your other classmates face-to-face. That means that written communication must be clear in all circumstances.
- 2) While completing assignments, chatting, etc. within the eCollege environment (within this class), be professional. Write clearly with correct spelling, punctuation, and grammar. Actively prepare by reading the assigned materials. Share your thoughts (ask and answer questions). Have course materials with you when you are online (you can use materials during quizzes, etc).
- 3) Due dates: The “due dates” listed for sections are the LAST chance to submit them. Please submit your work early. I DO NOT accept late assignments. A zero grade will be given for any work not turned in on time.
- 4) If you have a question or concern, e-mail me. Please include in the subject of the e-mail (“HHPS 521”) and the subject of the message. I will respond within 24hrs during the week.
- 5) Use the following e-mail address for me: Logan.Schuetz@tamuc.edu
- 6) You **MUST** check your e-mail regularly in case I need to communicate with you.

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. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

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>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage.

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

ADA Statement

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 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: Office of Student Disability Resources and Services

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/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 OUTLINE / CALENDAR

Section 1: 6/5/23 – 6/18/23 (11:59pm)	
Readings:	Brown et al. - Part I: Finance Basics, Part II: Financial Management
Topics:	Sport Finance & Financial Management Analyzing Financial Statements and Ratios Risk Time Value of Money Capital Budgeting Debt and Equity

Assignments:

Introduction Discussion
APA Quiz #1
Quiz #2 (Part I and Part II)
Content Discussion #1

Due by: 6/11/23
Due by: 6/11/23
Due by: 6/18/23
Due by: 6/18/23

Short Response Paper #1

Due by: 6/18/23

Section 2: 6/19/23 – 7/6/23 (11:59pm)

Readings:

Brown et al. - Part III: Application of Financial Management in Sport, Part IV: Financial Attributes of Select Sport Industry Segments

Topics:

Facility Financing
Valuation
Feasibility Studies
Economic Impact Analysis
College Athletics Financing
Professional Sport Financing
International Sport Financing

Assignments:

Finance & Economics Research Proposal
Quiz #2 (Brown et al. Part III and Part IV)
Content Discussion #3
Content Discussion #4
Short Response Paper #2
Case Study Paper

Due by: 7/6/23
Due by: 7/2/23
Due by: 6/25/23
Due by: 7/2/23
Due by: 6/25/23
Due by: 7/2/23
