



HHPS 521 01W-Finance & Economics in Sport

Summer 1 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Hoyeol Yu
Office Location: NHS 133
Office Hours: By appointment
Office Phone: 903-886-5549
University Email Address: hoyeol.yu@etamu.edu
Preferred Form of Communication: Email
Communication Response Time: 2 business day
Course Duration: Jun 01, 2026 - Jul 02, 2026

COURSE INFORMATION

Textbook(s) Required

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

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.

Student Learning Outcomes (Should be measurable; observable; use action verbs)

1. To analyze the relationship between finance and the sport industry.
2. To understand basic finance and economics theory and apply to sport organizations.
3. To understand the financial and economic aspects of public finance of sport facility construction and other forms of subsidization of the sports industry.

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4. To analyze important current financial issues as they relate to professional sports leagues and intercollegiate athletics.
5. 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

- 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.

GRADING

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%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Assessments

Assignment	Quantity	Total Points
Discussion Posts	4	40
Final Project: Finance & Economics Presentation	1	100
Assignments	2	100
Quiz	2	60
Total		300

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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. You will be placed in groups and the discussion posts will stay within your group. I also ask that you respond to at least THREE 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. The discussion questions will be available to you and answered in the Discussions link via D2L.

For every discussion questions are due, each student must **answer the questions** in 150-200 words in combined length by Friday. Along with the 150-200 words, for the discussion questions (not reactions) must be answered by recording (not uploading) a 2-3-minute video recording via the "Add Video Note" icon in the Discussions link via D2L. If not completed, the last two discussions will be graded as a 0 and cannot be dropped.

AND you must post reactions that are 50-100 words in length each to **at least three** other students' posts by Sunday. I strongly encourage you to communicate with other reactions.

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

Assignments: Two written assignments will be provided throughout the semester. A rubric and detailed instruction 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.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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@etamu.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

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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

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. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

STUDENT RESPONSIBILITIES FOR COURSE

CWID and Password

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@etamu.edu.

Technology-Related Issues

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 ETAMU campus open computer lab, etc.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Minimal Technical Skills Needed

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office.

Learning Management System (LMS) – D2L

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements:

- View the [Learning Management System Requirements Webpage](#).
- Learn more on the [LMS Browser Support Webpage](#).

Technical Support

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If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found on the [Brightspace Support Webpage](#).

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

If you have any questions or are having difficulties with the course material, please contact your instructor. Correspondence will always be through university email (your “myLeo” mail) and announcements in myLeo online (D2L). You will not RECEIVE email through D2L, so be sure to check your ETAMU email for communication. Students are encouraged to check university email daily.

Include the Following in Emails with Instructor:

- Course name and subject in the subject line
- Salutation (Good afternoon, Dr. Jackson)
- Proper email etiquette (no “text” emails – use proper grammar and punctuation)
- Student name and CWID after the body of the email (possibly add to student signature on email)

COURSE AND UNIVERSITY PROCEDURES/POLICIES

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.

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 online in the [Student Guidebook](#).

Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.

ETAMU Attendance

For more information about the attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#)

Academic Integrity

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

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[Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03](#)
[Undergraduate Student Academic Dishonesty Form](#)
[Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10](#)
[Graduate Student Academic Dishonesty Form](#)

Use of Artificial Intelligence

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources

Students with Disabilities-- ADA Statement

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

East Texas A&M University
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@etamu.edu
Website: [Office of Student Disability Services](#)

Nondiscrimination Notice

East Texas A&M University 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.

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Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University 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 ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-11.

East Texas A&M Supports Students' Mental Health – Counseling Services

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



As an Institutional Member of the National Association of Schools of Music, East Texas State A&M University supports the Association's commitment to student health and wellness. The following web address provides links to information for resources related to physical and mental well-being, as well as assists in offering preventative measures that students can take to avoid serious and/or chronic conditions: [Musician Health and Safety - East Texas A&M University](#)

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AI use policy [Draft 2, May 25, 2023]

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed. In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

Course Outline/Calendar

Module 1: Finance Basics of Sport, Budgeting, Professional Sport, Facility Financing, and College Athletics		
Week	Topic	Assignments
1	Topics: Ch 1 - Introduction to Sport Finance Ch 2 - Analyzing Financial Statements and Ratios Ch 5 - Introduction to Financial Management Ch 6 - Budgeting	`Discussion #1 `Quiz #1 Due by: Jun 8 th at 11:59
2	Topics: Ch 9 - Facility Financing Ch 12 - Economic Impact Analysis Ch 14 - Financial Attributes of College Athletics Ch 15 - Professional Sport	`Quiz #2 (Modul 1 Chapters) `Discussion #2 `Case Study Paper #1 Due by: Jun 15 th at 11:59
Module 2: Professional Sport Finance, International Sport Finance, Facility Financing, Economic Impact Analysis, & Financial Management		
Week	Topic	Assignments
3	Topics: Ch 3 - Risk Ch 7 - Debt and Equity Financing Ch 10 - Valuation	`Discussion #3 `Quiz #3 (Ch 3, 7, and 10) Due by: Jun 29 th at 11:59
4	Topics: Ch 13 - Public Sector Sport Ch 16 - International Sport Financed	`Discussion #4 `Case Study Paper #2 Due by: July 1 st at 11:59
5	Topics: Course Wrap-Up	Finance & Economics Research Proposal Due by: July 1 st at 11:59

Note: All assignments are due on following Mondays without the last week's assignments.

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