



HHPS 410: ECONOMICS AND FINANCE OF SPORT

COURSE SYLLABUS | FALL 2026 | ONLINE

Instructor Information

Instructor	Dr. Preston James IV
Office Location	NHS, Room 142
Office Hours	Monday 1:00–3:00 p.m.; Wednesday 1:00–4:00 p.m.
Office Phone	903-886-5549
Email Address	Preston.James@etamu.edu
Preferred Communication	Email; responses normally within 24–48 hours on business days

Required Textbook

Required Course Materials

Required Textbook

Sport Finance, 5th Edition

Gil Fried, Timothy D. DeSchraver, and Michael Mondello

Human Kinetics

ISBN: 9781718217409

Students are also expected to keep current with sport business news, credible journalism, assigned academic articles, and instructor-provided materials.

Course Description

This course examines the financial principles, decisions, and practices used in sport organizations. Topics include financial systems, budgeting, financial statements, forecasting, taxation, time value of money, funding, stocks, bonds, capital budgeting, short-term financial management, inventory, spending decisions, auditing, and the financial evaluation of sport operations.

Course Purpose

The course prepares students to understand and apply finance concepts in professional, collegiate, public, nonprofit, and commercial sport settings. Students will connect financial theory to practical decisions involving revenue, expenses, risk, funding, planning, and organizational sustainability.

Student Learning Outcomes

- Explain the role of finance and economics in sport organizations.
- Interpret basic financial statements and evaluate organizational financial performance.
- Prepare and analyze budgets, forecasts, and financial plans.
- Apply time value of money and capital budgeting concepts to sport decisions.
- Compare common sources of funding, including debt and equity financing.
- Analyze revenue, expenses, risk, and financial controls in sport settings.
- Communicate financial findings clearly to sport managers and other stakeholders.

Course Organization and Content

Course topics will generally follow the required textbook while allowing the instructor to add, omit, combine, or reorder material to respond to current sport finance developments and student progress. Assignment instructions and due dates will be communicated through the online course site.

Evaluation and Grading

Final grades will be based on four equally weighted areas:

Course Component	Weight
Quizzes and Problem Sets	25%
Discussions and Case Analysis	25%
Projects and Applied Finance Work	25%
Examinations, including the Final Exam	25%

Grading Scale

A = 90–100% B = 80–89% C = 70–79% D = 60–69% F = below 60%

Assignments and Examinations

Written assignments must use 1-inch margins, double spacing, and a readable 12-point font. Use APA 7th edition when sources are required.

- Quizzes and problem sets assess understanding of formulas, financial concepts, assigned readings, and lectures.
- Discussions and case analyses require informed, respectful engagement with sport finance questions and organizational decisions.
- Projects and applied finance work may include budgets, financial statement analysis, funding decisions, forecasts, and sport organization cases.
- The course includes two exams. The midterm exam covers material from the first half of the course, while the final exam covers only material presented during the second half of the course and is not comprehensive. The format and specific content for each exam will be announced in advance.

Late Work

Students are expected to submit all work by the stated deadline. Late work may be accepted only in rare circumstances and at the instructor's discretion. Students should contact the instructor as soon as possible when serious circumstances may affect completion of coursework.

Online Course Expectations

- Be engaged. Complete assigned readings, lectures, discussions, and activities on time and contribute to the learning environment.
- Be respectful to classmates, guests, and the professor. Civil disagreement is welcome; disrespect is not.
- Check the online course site and university email regularly for announcements, materials, feedback, and deadlines.
- Professional behavior matters. Treat discussions, group work, virtual meetings, and written communication as preparation for the sport industry.
- Maintain reliable access to a computer and internet connection and have a reasonable backup plan for technology problems.
- Contact the instructor promptly when course questions, financial concepts, or technical difficulties arise.

Artificial Intelligence Policy

Artificial intelligence tools may be used only when the instructor authorizes their use for a specific assignment or activity. Any authorized use must be disclosed and must follow the assignment directions. Students remain

responsible for the accuracy, originality, citations, calculations, and sources in all submitted work. Unauthorized or undisclosed AI use may be treated as academic dishonesty.

Communication and Support

Email is the preferred method of communication. Messages are normally answered within 24–48 hours on business days. Students needing clarification or assistance are encouraged to contact the instructor early rather than waiting until an assignment deadline.

Course Rules

- Use respectful, professional language in all written, online, and virtual communication.
- Protect the privacy of classmates and do not share course discussions or student work outside the course without permission.
- Follow all assignment directions and submit work in the required format.
- Some course materials are provided for enrolled students and may not be copied, posted, sold, or distributed without permission.
- Contribute original work and properly credit all sources. Unauthorized assistance or submission of another person's work is prohibited.

Syllabus Change Policy

This syllabus is a guide. Student progress, university needs, or other circumstances may require changes during the semester. Any significant change will be communicated in advance whenever possible.

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 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

Email is the preferred method of communication. Messages are normally answered within 24–48 hours on business days. Students needing clarification or assistance are encouraged to contact the instructor early rather than waiting until an assignment deadline.

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.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course and Classroom Rules

- Be engaged. Come prepared, participate, and contribute to the learning environment.
- Be respectful to your classmates, guests, and professor. Civil disagreement is welcome; disrespect is not.
- Phones must be placed on silent and put away during class unless Dr. James authorizes their use for a class activity. If your phone rings, dings, or otherwise disrupts class, you may be asked to leave.
- Be on time. If you arrive late, you will dance. If you do not want to dance, do not arrive late. No one is excused from the dance rule.
- Professional behavior matters. Treat class meetings, guest speakers, group work, and written communication as preparation for the sport industry.
- Some course materials are provided for enrolled students and may not be copied, posted, sold, or distributed without permission.

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:

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

Use of Artificial Intelligence

Artificial intelligence tools may be used only when Dr. James specifically authorizes their use for an assignment or activity.

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.

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 9-1-1.

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.

