



Sport and Exercise Science, College of Natural and Health Sciences

**SES 650 900 Financial Management for Sport Organizations (3 credits, Online)
Summer 2019**

Instructor:	Yoon Tae Sung Ph.D.	Office Hours:	By appointment
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Phone:	(970) 351-1708	Class Time/ Location:	Online

Prerequisite:

N/A

Course Site:

Canvas {Access for announcements, instructions, information, etc.}

Course Description:

This course introduces students to current issues in sport finance and economics. Specific topics that will be covered include accounting, economics, finance, and policy procedures in the sports industry.

Objectives: After completion of this course, you should be able to

1. Utilize financial statements to perform financial calculations and evaluate a firm's financial strength compared the competitors.
2. Analyze time value of money and expected returns for better investment.
3. Analyze financial data and make recommendations to management concerning financial position.
4. Describe current financial issues in sport management/administration and discover solutions.
5. Apply the knowledge of sport finance theories to real-world situation.
6. Evaluate the economic impact of sport.

Supplemental Texts:

1. Howard, D. R. & Crompton, J. L. (2018). *Financing Sport* 4th Edition. Morgantown, WV: Fitness Information Technology. **(REQUIRED), 3rd edition (2013) of this textbook is also fine.**
2. <http://www.investopedia.com> (terms and definitions)
3. Purdue online writing lab (2016). *APA formatting and style guide*. Retrieved from <https://owl.english.purdue.edu/owl/resource/560/01/>

Course Requirements:

1. Study thoroughly all the assigned materials and modules posted on Canvas.
2. Actively participate in class discussion and activities.
3. **No make-ups or late assignments/quizzes/exams will be allowed.** Extenuating circumstances may be taken into consideration with proper documentation.

4. This is college. Correct spelling and grammar errors by proofreading your assignments before you hand them in!
5. All work must be **your original work**, developed specifically for this class. Unless otherwise instructed, written assignments should be typed using **APA guidelines (6th edition) which include 12-point font (Times New Roman), one-inch margins, double-spaced lines, page numbers, and other criteria.**
6. It is each student's responsibility to check their UNC email and Canvas account prior to each module. Important updates about assignments and additional materials would be posted on Canvas. There is no excuse for being unaware when information is emailed and posted on Canvas.
7. Assessment: **I strongly encourage students to check our course calendar.**
 - a. Quizzes

Quizzes assess your comprehension of the material that will be covered in class. There are four short quizzes in this course. Once you finish each module, a quiz will be taken. **Check due dates.**
 - b. Individual current issue discussion (one discussion for each student)

Each student (discussion leader) will explore current or past financial/economic issues in the sports industry. **Discussion leaders can use any sources for this discussion. You can use a chapter of our textbook or choose any financial/economic issues in sport, such as salary discrimination, luxury tax, bit coins in sport, facility financing, arms race in college sports, the business of Esport, economic impact of sporting events, etc.** What each student needs to do is critically analyzing the case/issue from a number of financial viewpoints (e.g., what are the main financial issues? who are the significant players? what actions have led to the current status of the organization?). Develop (a number of) solutions and strategies contributing to the issue (e.g., profitability of the organization). Also, present your case in a systematic way addressing these concerns and include other key points relevant to your case including **two discussion questions. This discussion will begin in Module 2**, and I will randomly assign the discussion leaders for each Module on **April 29**.

I strongly encourage you to check your schedules when our course begins. Threads should be **longer than 100 words**. In addition, students must make at least **two replies** to the discussion leaders' threads (**As a discussion leader, you also make two replies to other discussion leaders' threads**). **Please confirm your discussion schedule on April 29. The deadlines for discussion leaders' threads and your replies are due as noted on course calendar.**
 - c. Reflection paper (3-7 pages excluding title and reference page): **by May 30**

In Module 4, you will find one educational film, *Sonicsgate*. You will write and submit a reflection paper about this film. Your reflection paper should cover **1) a brief summary of the film, 2) what is/are important issues in the film? 3) how could we solve the issues you mentioned?** This reflection paper must be submitted by **May 30, Thursday 5 p.m.** You also must **cite at least two academic articles** in your paper.

Course Calendar (Tentative)

Date	Topic
Module 1 (April 29 – May 5)	Introduction to Sport Finance Financial statements Financial ratios and strengths of firms Quiz 1 (by May 5, 11:59 p.m.)
Module 2 (May 6 – May 14)	Time value of money Risk management Discussions (Discussion leaders' threads by May 11, 5 p.m. and responses by May 13, 5 p.m.) Quiz 2 (by May 14, 11:59 p.m.)
Module 3 (May 15 – May 23)	Economic reality in sports College sports & Professional sports Sport facility financing Economic impact of sports Discussions (Discussion leaders by May 20, 5 p.m., Students' responses by May 22, 5 p.m.) Quiz 3 (by May 23, 11:59 p.m.)
Module 4 (May 24 – May 31)	Alternate justification of public subsidy The rest of economic impact story in sports Intangible benefits of sports Public sector funding Revenue sources from sports venues Ticket sales & TV rights Discussions (Discussion leaders by May 28, 5 p.m., Students' responses by May 30, 5 p.m.) Reflection essay (by May 30, 5 p.m.) Quiz 4 (by May 30, 11:59 p.m.)

Evaluation and Grading:

Letter grades will be used, **with NO plus or minus grading**. The most important aspects of the student's final grade are the quality of work and the level of participation with respect to assignments and class discussion. Final grades will be based upon the following points.

4 quizzes	80
Discussion leader	50
Discussion participation	20
Reflection paper	50

180-200	A
160-179	B
140-159	C
120-139	D
Below 120	F

Sexual Misconduct/Title IX Statement

The University of Northern Colorado prohibits and will not tolerate sexual misconduct or gender-based discrimination of any kind. UNC is legally obligated to investigate sexual misconduct (including, but not limited to sexual assault, sexual harassment, stalking, and intimate partner violence). If you disclose an incident of sexual misconduct to a faculty member, they have an obligation to report it to UNC's Title IX Coordinator. "Disclosure" may include communication in-person, via email/phone/text message, or through in/out of class assignments. If you wish to speak confidentially about an incident of sexual misconduct, please contact the UNC Counseling Center (970-351-2496) or the Assault Survivors Advocacy Program (970-351-4040). If you would like to learn more about sexual misconduct or report an incident, please visit www.unco.edu/sexualmisconduct.

Equity and Inclusion Statement:

The University of Northern Colorado embraces the diversity of students, faculty, and staff, honors the inherent dignity of each individual, and welcomes their unique perspectives, behaviors, and worldviews. In this course, people of all races, religions, national origins, sexual orientations, ethnicities, genders and gender identities, cognitive, physical, and behavioral abilities, socioeconomic backgrounds, regions, immigrant statuses, military or veteran statuses, size and/or shapes are strongly encouraged to share their rich array of perspectives and experiences. Course content and campus discussions will heighten your awareness to each other's individual and intersecting identities. The Office of Student Rights & Responsibilities (located in Decker Hall) serves as resource to anyone seeking support or with questions about equity and inclusion at the University of Northern Colorado (UNC). If you are a witness to or experience acts of bias at UNC and would like to learn more about bias response or report a bias incident, please visit Bias Response at <http://www.unco.edu/biasresponse/>.

Student Code of Conduct:

All students are expected to adhere to the University's *Student Code of Conduct*, designed to promote a safe and respectful learning environment. For more information about your rights and responsibilities as a UNC student see http://www.unco.edu/dos/honor_code/index.html

Academic Integrity: Plagiarism/Consequences:

It is expected that members of this class will observe strict policies of academic honesty and will be respectful of each other. Any instances in which cheating, including plagiarism and unauthorized use of copyrighted materials, computer accounts, or someone else's work is determined, will be referred to Student Services and will be investigated to its full extent.

Consider providing a definition of plagiarism and examples if desired or referring students to:

http://www.unco.edu/dos/honor_code/understanding_plagiarism.html

Students with disabilities:

Any student requesting disability accommodation for this class must inform the instructor giving appropriate notice. Students are encouraged to contact Disability Support Services at (970) 351-2289 to certify documentation of disability and to ensure appropriate accommodations are implemented in a timely manner.

Honor Code:

All members of the University of Northern Colorado community are entrusted with the responsibility to uphold and promote five fundamental values: Honesty, Trust, Respect, Fairness, and Responsibility. These core elements foster an atmosphere, inside and outside of the classroom, which serves as a foundation and guides the UNC community's academic, professional, and personal growth. Endorsement of these core elements by students, faculty, staff, administration, and trustees strengthens the integrity and value of our academic climate. www.unco.edu/dos/communityStandards/honor_code

UNC's Policies. UNC's policies and recommendations for academic misconduct will be followed. For additional information, please see the Dean of Student's website, Student Handbook link and current catalog. <http://www.unco.edu/>