

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

SMGT 405

SPORT FINANCE

COURSE DESCRIPTION

Economic marketing and finance theories applied to sport organizations, with special emphasis on the impact of sport upon the proximate community, and general development of cities and sport facilities.

RATIONALE

Programs in amateur and professional sport as well as recreation in the United States have proliferated since the beginning of the twentieth century. Both the number of programs and the participants in each has increased. Despite the dramatic growth, one challenge remains a constant: finance. Whether finances are public or private in nature, the uniqueness of financing sport organizations and programs has proven to be a consistent challenge. Basic to all sport and recreation organizations is one of providing sufficient funds to run programs at a financially sustainable level. Identification of potential financial problems with suggested solutions would serve as a framework for a course in sport finance. Students will study the different methods and means by which sport and recreation have been financed. Projects will apply the information covered to equip the students for a profession in Sport Management.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Word, Excel, and PowerPoint
- E. APA Formatting Information:
<http://ezproxy.liberty.edu/login?url=http://APAStyleCENTRAL.apa.org>

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Explain the key economic concepts in contemporary sport necessary to understand financial decision-making in intercollegiate, professional, and recreational sport.
- B. Identify and describe various approaches to financial accountability with their respective capacities for control, organization, and reallocation.
- C. Identify and demonstrate an understanding of economic impacts and financial statement analyses and planning.
- D. Formulate and assess some of the various methods that can be used to maximize streams of revenue and reduce costs in sporting events.
- E. Analyze the differences between revenue and non-revenue sports and profit and non-profit organizations and the impact of each in terms of financial and human resources.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations (MLOs: A, B, C, D, E)

- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (2)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each thread must be 400-500 words and demonstrate course-related knowledge and at least 1 outside resource. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be 200 words. (MLOs: A, B, C, D, E)

- D. Youth Sports League Project

The student is charged with developing, implementing, and sustaining a youth sports league. This project should be structured as a PowerPoint with an accompanying Word document which should include further details. All costs must be documented and included in the project. (MLOs: A, B, C, D, E)

- E. Athletic Team Travel Project

The student must develop a budget and schedule (itinerary) for an LU sport team (the student chooses the team) that just qualified for the playoffs and is competing versus another university/college outside of Virginia that requires an overnight trip. This project should be structured as a PowerPoint with an accompanying Word document which will include further details. All costs must be documented and included in the project. (MLOs: A, B, C, D)

- F. Budgeting Crisis at Little State University Project

The student will be provided with a scenario involving Little State University. The Little State University Athletic Department faces an immediate budget crisis.

Due to state budgeting woes, the legislature has reduced its allocation to Little State significantly for the upcoming year. The student will act as the athletic director and must determine how to best make the necessary cuts while preserving a strong department and minimizing the impact on student-athletes. (MLOs: A, B, C, D, E)

G. Tests (3)

Each test will cover the Reading & Study material for the assigned modules/weeks. Each test will contain multiple-choice, true/false, and essay questions, and have a 50-minute time limit. (MLOs: A, B, C, D, E)

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (2 at 50 pts ea)	100
Youth Sports League Project	200
Athletic Team Travel Project	200
Budgeting Crisis at Little State University Project	200
Test 1 (Modules 1–2)	100
Test 2 (Modules 3–4)	100
Test 3 (Modules 5–8)	100

Total 1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

SMGT 405

Textbook: Brown, et al. *Financial Management in the Sport Industry* (2016).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Brown, et al: chs. 1 & 2 1 presentation	Course Requirements Checklist Introduction/Welcome DB	10 0
2	Brown, et al: ch. 4 1 presentation	DB Forum 1 Test 1	50 100
3	Brown, et al: chs. 5 & 6 1 presentation	Youth Sports League Project	200
4	Brown, et al: ch. 7 1 presentation	Test 2	100
5	Brown, et al: chs. 9 & 11 1 presentation	Athletic Team Travel Project	200
6	Brown, et al: chs. 12 & 13 1 presentation	DB Forum 2	50
7	Brown, et al: ch. 14 1 presentation	Budgeting Crisis at Little State University Project	200
8	Brown, et al: ch. 15 1 presentation	Test 3	100
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.