

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 506

ECONOMIC AND FINANCIAL MANAGEMENT OF SPORT

COURSE DESCRIPTION

This course provides a comprehensive synopsis of the application of economics and financial management used in the sport organization decision making context from both a macro and micro level.

RATIONALE

The theory and practice of corporate finance in a context of micro and macroeconomic principles are essential elements of strategic financial management. The sport enterprise is a multi-billion dollar industry, thus requiring sound financial guidelines and principles for a sport company or organization to maneuver successfully and with prosperity through the marketplace. Since financing is the source by which any sport company or organization functions, it is imperative that students understand and apply key concepts to the financial decision-making process to enable the company to maintain success.

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>

Disclaimer: The above resource provides information consistent with the latest research regarding the subject area. Liberty University does not necessarily endorse specific personal, religious, philosophical, or political positions found in this resource.

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word and Excel (Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Demonstrate the ability to assess financial systems, markets, and basic business organizational structures in the sport context.
- B. Analyze financial statements, formulas, and ratios pertinent to proper financial management.
- C. Ascertain the various components of capital structuring.
- D. Develop a capital budget and plan the strategic financial management of a company.
- E. Examine profits and spending in an effective and efficient manner.
- F. Utilize financial troubleshooting mechanisms for healthy strategic financial management.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and presentations
- B. Course Requirements Checklist

After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forum Threads and Replies (4)

Four (4) discussion forums will be posted in order to generate interaction among students in regard to relevant current course topics. Students are required to post one thread of at least 400 words by 11:59 p.m. (ET) on Sunday of the first module/week in which the forum is assigned. Students must post 4 replies of at least 200 words by 11:59 p.m. (ET) on Sunday of the second module/week of the forum.

- D. Written Assignments (8)

There will be 8 short, hands-on, real-world written assignments of approximately 500 words each that must be completed during the course. Detailed instructions and a rubric can be found in Blackboard.

- E. Quizzes (8)

There will be eight (8) open-book, open-notes quizzes (one for each module/week) that will need to be completed during the module/week in which they are assigned. Each quiz will contain 10 true/false and multiple-choice questions and will cover all of the required reading and study materials found in that module/week. Students will have 60 minutes to complete each quiz.

VI. COURSE GRADING AND POLICIES

A. Points

| | |
|---|-------------|
| Course Requirements Checklist | 10 |
| Discussion Board Forum Threads (4 at 20 pts ea) | 80 |
| Discussion Board Forum Replies (4 at 30 pts ea) | 120 |
| Written Assignments (8 at 50 pts ea) | 400 |
| Quizzes (8 at 50 pts ea) | 400 |
| Total | 1010 |

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
C+ = 820–839 C = 780–819 C- = 760–779 F = 759 and below

- C. 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 506

Textbooks: Fried et al., *Sport Finance* (2013).
Weiner, *The Business and Politics of Sports* (2010).

| MODULE/ WEEK | READING & STUDY | ASSIGNMENTS | POINTS |
|-----------------|------------------------------------|---|---------------------------|
| 1 | Fried: ch. 1 1 presentation | Course Requirements Checklist Class Introductions DB Forum 1 Thread Written Assignment 1: Financial Issues Quiz 1 | 10 0 20 50 50 |
| 2 | Fried: chs. 2–3 2 presentations | DB Forum 1 Replies Written Assignment 2: Budget Reduction Quiz 2 | 30 50 50 |
| 3 | Fried: ch. 4 1 presentation | DB Forum 2 Thread Written Assignment 3: Financial Systems Quiz 3 | 20 50 50 |
| 4 | Fried: ch. 5 1 presentation | DB Forum 2 Replies Written Assignment 4: Business Structure Quiz 4 | 30 50 50 |
| 5 | Fried: ch. 8 1 presentation | DB Forum 3 Thread Written Assignment 5: Obtaining Funding Quiz 5 | 20 50 50 |
| 6 | Fried: ch. 10 1 presentation | DB Forum 3 Replies Written Assignment 6: Bonds Quiz 6 | 30 50 50 |
| 7 | Fried: ch. 13 1 presentation | DB Forum 4 Thread Written Assignment 7: Inventory Quiz 7 | 20 50 50 |
| 8 | Fried: ch. 15 1 presentation | DB Forum 4 Replies Written Assignment 8: Auditing Quiz 8 | 30 50 50 |
| TOTAL | | | 1010 |

DB = Discussion Board

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.