

WAYLAND BAPTIST UNIVERSITY
Plainview Campus
School of Education
Division of Exercise and Sport Science

2. Wayland Mission Statement:

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success and service to God and humankind.

3. Course Name:

EXSS 5302 Sports Budgeting & Finance

4. Term:

Spring 2018

5. First and Last Name of Instructor:

Dr. J. Paul Fikes

6. Office Phone and Email:

Office 806.291.3790

fikesp@wbu.edu

Cell 806 729.8017

EXSS Front Office – 806.291.1056

Laney Center Front Desk – 806.291.3780

7. Office Hours:

Laney Center, Room 203

By appointment

8. Class Meeting Time and Location:

Virtual Campus

9. Catalog Description:

Fundamentals and applications of financial techniques in the administration and operation of sport organizations.

10. Prerequisites:

EXSS 5300 – Introduction to Sports Management

11. Required Textbook and Resource Materials:

- Textbook: Fried, G., DeSchriver, T. D., & Mondello, M. (2013). *Sports Finance* (3rd ed.). Champaign, IL: Human Kinetics.
 - Available as an ebook through the publisher [here](#)

- Website: EDGAR Search for U.S. Securities and Exchange Commission (SEC) Filings [here](#)

- Professional Journal: International Journal of Sports Finance (full text articles available through WBU LRC database)
 - publication information page [here](#)

12. Optional Materials:

- Resources available through WBU and Online libraries
- Access to WBU Learning Resources [here](#)

13. Course Outcome Competencies:

1. The student will develop a further understanding of how organizations are valued and the factors to evaluate in reviewing the financial solvency of a corporation
2. The student will understand how to effectively establish joint venture arrangements between public sector entities and private sector organizations for the joint development and operation of sport facilities.
3. The student will understand the financing involved in various levels of collegiate athletics. Specifically, students will be exposed to the various revenue sources, how these revenues are allocated within respective organizations, and gain a further understanding of the expenses needed to operate a college athletic program.
4. The student will understand salary structures in the professional sports sector. In addition to the salary caps that are imposed, further discussion will include equitable compensation based on sport, gender, and governance.

5. The student will develop an understanding of basic fundamental financial/investment/accounting terms.
6. The student will distinguish between different types of public/private sources of revenue for sport organizations.
7. The student will appreciate the current financial status of diverse segments of the sport industry.
8. The student will demonstrate the ability to analyze and problem-solve various cases relating to financial management in sport.
9. The student will understand the application of financial analyses and forecasts to sports organizations.
10. The student will demonstrate appropriate skills with spreadsheets for budgeting and managing financial resources.
11. The student will understand fund-raising strategies used to generate revenues for sport enterprises.

14. Attendance Requirements:

As a Virtual Campus course, any student who misses twenty-five (25%) percent or more of the regularly scheduled class meetings will receive a grade of F for that course.

Participation and attendance will be defined as logging into the Blackboard course module and participating in the discussion board each week. Simply logging into the Blackboard course module will not be sufficient.

15. Plagiarism and Academic Dishonesty:

ACADEMIC HONESTY:

Wayland students are expected to conduct themselves according to the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as possession of examinations or examination materials, forgery, or plagiarism. Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course. The faculty member is charged with assessing the gravity of any case of academic dishonesty and with giving sanctions to any student involved. The faculty member involved will file a record of the offense and the punishment imposed with the dean of the division, campus dean, and the provost/academic vice president. Any student who has been penalized for academic dishonesty has the right to appeal the judgment or the penalty assessed.

Plagiarism

“Plagiarism — The attempt to represent the work of another, as it may relate to written or oral works, computer-based work, mode of creative expression (i.e. music, media or the visual arts), as the product of one's own thought, whether the other's work is published or unpublished, or simply the work of a fellow student. 1. When a student submits oral or written work for credit that includes the words, ideas, or data of others, the source of that

information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through use of quotation marks as well. By placing one's name on work submitted for credit, the student certifies the originality of all work not otherwise identified by appropriate acknowledgements. A student will avoid being charged with plagiarism if there is an acknowledgement of indebtedness." [WBU Catalog Description](#)

16. Disability Statement:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

17. Course Requirements and Grading Criteria:

- A. Syllabus Quiz
 - a. Read the full syllabus. If you have any questions or concerns, please contact me ASAP.
 - b. A one-question (True/False) quiz is available on Blackboard. Once you are confident that you are familiar with the course objectives and expectations, complete the syllabus quiz.
 - c. This is not graded, but is mandatory to be considered a participant in class.
 - d. Due by midnight on the first Friday of the course schedule
- B. Weekly Discussions – will assess attendance and competencies 2, 3, 4, 5, 7, 8, & 11
 - a. Develop a thorough response to the prompt for each unit
 - b. Text should follow APA formatting standards, including any references cited
 - c. Due by 9:00 PM (CST – Plainview time) Monday night following each week's reading assignment (see course calendar for dates)
 - d. 10 worth 10 points each
- C. Research Paper – will assess competencies 1, 2, 3, 4, 6, 9, & 11
 - a. Prompt: Prepare a paper over a sport-finance-related topic of your choice for potential submission to the International Journal of Sport Finance (see hyperlink in Section 11 above). You are not required to submit your paper for submission, but it should be:
 - i. qualified to submit based on the requirement listed on the link above and
 - ii. on topic for that publication.
 - b. After the course is complete, we can discuss your options for publication of this paper.

- c. Limit paper to 10-12 pages.
 - d. As a rule of thumb, paper should include approximately 1 primary reference resource per page of text. Using way too few will lead to a deduction in points.
 - e. All papers should be formatted using the latest edition of APA.
 - i. Use 12-point, Times New Roman font.
 - ii. Any submission that appears to be a rough draft as defined as “several (more than 2-3 unique) grammatical or APA errors per page, including the references” will be returned with a grade of 1 point.
 - 1. If you have any questions, concerns, or problems with APA formatting, please feel free to contact me or seek help through the WBU Writing Center.
 - f. Upload final draft to the respective Blackboard link under “Assignments” tab.
 - g. Worth 100 points
- D. Class Project: Stock Market Activity – will assess competencies 1, 5, 7, 10
- a. Develop a portfolio of stocks and bonds from publically traded companies.
 - i. You begin with \$50,000 cash and will use a strategy of investment which follows an online trading company model (i.e., E*TRADE or Scottrade).
 - ii. Select stocks and bonds as you see fit within your available assets. Make sure you account for any trading fees which will come out of your initial budget (you can’t spend the same dollar on a stock and the fee for the stock).
 - 1. All stocks should be related to the field of sports management, physical activity management, or athletic department management. This could include, but should not necessarily be limited to, professional sports leagues, sports marketing companies, equipment suppliers, merchandise manufacturers or distributors, etc... Remember that diversity is a wonderful and dangerous thing in market trading.
 - 2. On a spreadsheet, note which stocks and bonds you selected, how many shares of each, and at what price.
 - 3. Track price changes every weekend (weekend prices are generally set at close of the exchange on Friday) and log these changes in the spreadsheet. You will need to make time to check on your prices every weekend to stay current.
 - a. Date restrictions – all purchases at prices set at NYSE closing on:
 - i. Initial purchase: April 1
 - ii. Final selloff: April 30
 - 4. As the month progresses, buy or sell stocks or bonds as you feel appropriate. You are expected to make at least a couple of changes over the course of the project, but there is no set number as a minimum. Use your educated judgment.
 - iii. Prepare a 2-3 page report describing your experience. Answer at least the following questions: How did you pick your stocks and bonds? Where did you find out the information on which were better than others? If you chose not to select a particular stock, why? Why did you add or drop stocks/bonds during the month (or why you didn’t)? How much money did you profit at the

end of the month? In hindsight, what decisions could you have made to improve your outcome? Where could you find the information to make those better decisions? Would you have been better off investing the funds in a local savings account for the month (3% interest, no fees)?

- b. Remember to cite your sources
 - c. Submit each file under the respective link on Blackboard under the “Assignments” tab
 - d. Worth 50 points total
- E. Class Project: Budgeting Activity – will assess competencies 3, 5, 7, 9, 10, & 11
- a. Develop an annual budget for one of the following scenarios:
 - i. Public school athletic department – Look at your local public school district. Call and request any information that you need from the school’s business office – most of the financial information (except some private salary contract numbers) is public information. Consider the number of sports offered, number of students involved, travel required, and restrictions on fundraising sources. Don’t try to copy that district’s previous or current use of funds; consider how you would do it if it was your department.
 - ii. College athletic department – Similar scenario as the public school, but you will be working with a college organization. Consider the hiring requirements, travel, and more lenient income restrictions. Also note that the actual working budgets for these departments are less readily available. Most state-sponsored schools are required to provide this information (try the business office or the main athletic department; you will probably be referred 2-3 times before finding the person with the information) upon request, but will often charge for hard copies. Getting a ballpark total operating cost is a fine starting point for you. Also, much of this information may be available through media outlets, but consider the source.
 - iii. Small youth elite club team – As a volunteer coach/organizer for your youth elite club team (you may pick the sport), develop the budget for all travel, supplies, insurance, and other operating expenses. Parents expect to pay a fee for participation and are often willing to transport the kids, but you should determine a total cost per child. Also, consider the problems with and benefits of sharing expenses or utilizing transportation or housing sponsors.
 - b. Consider all probable and possible expenses and sources of income. Refer to other similar (similar mission statements, not just superficial similarities) organizations to help guide your decisions.
 - c. Submit as a Word (.doc or .docx) document on the respective Blackboard link under “Assignments” tab.
 - d. Worth 50 points
- F. 300 Total Points Possible
- A: At least 270 points
 - B: At least 240 points
 - C: At least 210 points
 - D: At least 180 points
 - F: Fewer than 180 points

18. Grade Appeals:

Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

19. Tentative Schedule:

A tentative schedule is provided (see below) to help you keep on pace. You are welcome to work ahead. However, you may not submit assignments after the due date. In case of emergency, I will work with you, but you must contact me as soon as is reasonably possible.

20. Additional Information:

(none)

EXSS 4302 – VC01

Sports Budgeting & Finance

Week #	Dates	Chapters to Read	Topics	Assignments Due
1	Feb 26 - Mar 2		- Gather course materials - Read syllabus	- Syllabus quiz (Mar 2)
2	Mar 5 – 9	1, 2	- Financial Issues in Sport - Basic Financial Concepts	
	Mar 12 – 16	Spring Break - Close your books, catch your breath, and enjoy your time, family, and friends.		
3	Mar 19 – 23	3, 4	- Budgeting 101 - Financial Systems and How they Operate	- Discussion Board 1 (Mar 19)
4	Mar 26 – 30	5, 6	- Business Structures, Bankruptcy, and Taxation - Financial Statements, Forecasts, and Planning	- Discussion Board 2 (Mar 26) - Class Paper Topic Approval (Mar 30)
5	Apr 2 – 6	7, 8	- Time Value of Money - Obtaining Funding	- Discussion Board 3 (Apr 2)
6	Apr 9 – 13	9, 10	- Capital Stocks - Bonds	- Discussion Board 4 (Apr 9) - Class Project – Budgeting Activity (Apr 13)
7	Apr 16 – 20	11, 12	- Capital Budgeting - Short-Term Financial Management	- Discussion Board 5 (Apr 16)
8	Apr 23 – 27	13, 14	- Inventory and Production Management - Spending Earnings	- Discussion Board 6 (Apr 23)
9	Apr 30 – May 4	15, 16	- Auditing - Exit Strategies	- Discussion Board 7 (Apr 30) - Research Paper (May 4)
10	May 7 – 11	17, 18	- Effect of the Recession on Sport Finance - Sport Finance Trends Across Four Sectors: A Current Analysis	- Discussion Board 8 (May 7)
11	May 14 – 18	19	- Applied Sport Finance	- Discussion Board 9 (May 14) - Class Project – Stock Market Activity (May 16) - Discussion Board 10 (May 18)