



**1. Campus Name**  
**School of Education**

**2. Wayland Baptist University 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 Prefix, Number, & Name:**

EXSS 5302                      Sports Budgeting and Finance

**4. Term and Year:**

Spring 2020

**5. Full Name of Instructor:**

Dr. J. Paul Fikes

**6. Office Phone and WBU Email Address:**

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, Building, and Location:**

Laney Center, Room 203  
By appointment

**8. Class Meeting Time and Location:**

WBU Online

**9. Catalog Description:**

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

**10. Prerequisite:**

EXSS 5300 Introduction to Sports management

**11. Required Textbook and Resources:**

- Textbook: Fried, G., DeSchraver, T. D., & Mondello, M. (2020). *Sports Finance* (4<sup>th</sup> ed.). Human Kinetics.

- 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. Statement on Plagiarism and Academic Dishonesty:**

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

**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. 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

17.1 Include Grade Appeal Statement: “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 Vice President of Academic Affairs/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.”

**18. Tentative Schedule:**

(see attached course calendar)

**19. Faculty May Add Additional Information as Desired:**

EXSS 5302 – Sports Budgeting & Finance  
Tentative Course Calendar

Week #	Dates	Chapters to Read	Topics	Assignments Due
1	Feb 24 – 28		- Gather course materials - Read syllabus	- Syllabus quiz (Feb 28)
2	Mar 2 – 6	1, 2	- Introduction and Trends in Sport Finance	
3	Mar 9 – 13	3, 4	- Basic Financial Concepts - Assets and Liabilities	- Discussion Board 1 (Mar 9)
	Mar 16 – 20	Spring Break - Close your books, catch your breath, and enjoy your time, family, and friends.		
4	Mar 23 – 27	9	-Methods for Funding a Business	- Discussion Board 2 (Mar 23) - Class Paper Topic Approval (Mar 27)
5	Mar 30 – Apr 3	10	- Stocks and Bonds	- Discussion Board 3 (Mar 30)
6	Apr 6 – 10	5, 6	- Revenue and Expenses	- Discussion Board 4 (Apr 6) - Class Project – Budgeting Activity (Apr 10)
7	Apr 13 – 17	7, 8	- Budgeting	- Discussion Board 5 (Apr 14)
8	Apr 20 – 24	11	- Financial Statements	- Discussion Board 6 (Apr 20)
9	Apr 27 – May 1	12	- Financial Planning	- Discussion Board 7 (Apr 27) - Research Paper (May 1)
10	May 4 – 8	13	- Financial Ratios	- Discussion Board 8 (May 4)
11	May 11 – 15	14	- Moving from Strategy to Action	- Discussion Board 9 (May 11) - Class Project – Stock Market Activity (May 13) - Discussion Board 10 (May 15)