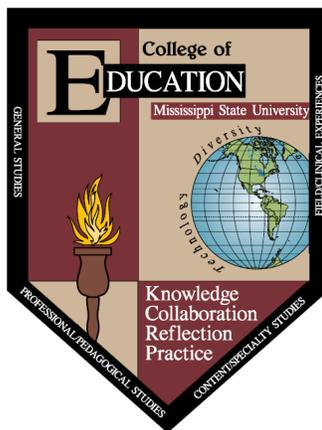


**MISSISSIPPI STATE UNIVERSITY  
COLLEGE OF EDUCATION**

**DEPARTMENT of KINESIOLOGY  
COURSE SYLLABUS**

<b>Course Prefix &amp; Number:</b>	SS 8203
<b>Course Name:</b>	Funding of Sport
<b>Credit Hours:</b>	Three (3)
<b>Type of Course:</b>	Lecture
<b>Catalog Description:</b>	Overview of fiscal management concepts in the sport and recreation industries, including finance, economics, accounting, and general business practices.

**College of Education Conceptual Framework:**



The faculty in the College of Education at Mississippi State University are committed to assuring the success of students and graduates by providing superior learning opportunities that are continually improved as society, schools, and technology change. The organizing theme for the conceptual framework for the College of Education at Mississippi State University is educational professionals - dedicated to continual improvement of all students' educational experiences. The beliefs that guide program development are as follows:

1. **KNOWLEDGE** - Educational professionals must have a deep understanding of the organizing concepts, processes, and attitudes that comprise their chosen disciplinary knowledge base, the pedagogical knowledge base, and the pedagogical content knowledge base. They must also know how to complement these knowledge bases with the appropriate use of technology.
2. **COLLABORATION** - Educational professionals must continually seek opportunities to work together, learn from one another, forge partnerships, and assume positions of responsibility.
3. **REFLECTION** - Educational professionals must be willing to assess their own strengths and weaknesses through reflection. They must also possess the skills, behaviors, and attitudes necessary to learn, change, and grow as life-long learners.
4. **PRACTICE** - Educational professionals must have a rich repertoire of research-based strategies for instruction, assessment, and the use of technologies. They must be able to focus that array of skills on promoting authentic learning by all students or clients, while exhibiting an appreciation and commitment to the value and role of diversity.

## **Course Objectives:**

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

1. Comprehend and analyze fiscal management concepts in sport and recreation, including finance, economics, accounting, and general business principles (CFPO #3, 10, 14)
2. Synthesize and apply budgeting principles through the preparation of a budget (CFPO #3, 7, 10, 14)
3. Analyze important issues related to public and private financing of sport and recreation (CFPO #3, 9, 10, 14)
4. Comprehend and analyze investments and financial markets (CFPO #3, 13, 14)
5. Synthesize and evaluate financial and economic management concepts as they relate to sport and recreation (CFPO #3, 8, 10, 13, 14)

## **Topics Covered in this Course:**

- Overview of the financial status of the sport and recreation industries and their various sub-units (3 hours – CFPO #1, 3, 5, 9)
- Financial principles in sport and recreation settings – time value of money (3 hours – CFPO #3, 5, 9)
- Investing and the markets and bonds (3 hours – CFPO #3, 5, 9)
- Taxes, annuities, and amortization (3 hours – CFPO #3, 5, 9)
- Accounting principles in sport and recreation – financial statements (3 hours – CFPO #3, 5, 9, 10)
- Revenues and expenses, and ethical implications (3 hours – CFPO #3, 5, 8, 9)
- Budgeting for sport and recreation organizations – budget types and methods (3 hours – CFPO #3, 5, 6, 9)
- Resource allocation and audits (3 hours – CFPO #3, 5, 9)
- Economic principles in sport and recreation – macro- ad micro-economics (3 hours – CFPO #3, 5, 9)
- Supply and demand, equilibrium, scarcity, and utility (3 hours – CFPO #3, 5, 9)
- Variable ticket pricing in sport (3 hours – CFPO #3, 5, 10, 12)
- Economic impact (3 hours 0 CFPO #3, 5, 9)
- Business principles in sport and recreation – business formation, market structure (3 hours – CFPO #3, 5, 9)
- Competitive strategy for sport and recreation organizations (3 hours – CFPO #3, 5, 9, 12)
- Overview of financial reports (3 hours – CFPO #3, 5, 9)

## **Texts (required and/or recommended) approved for this course:**

Brown, M. T., Rascher, D. A., Nagel, M. S., & McEvoy, C. D. (2010). *Financial management in the sport industry*. Scottsdale, AZ: Holcomb Hathaway.

## **Methods of Instruction:** Lecture

### **Suggested Student Activities:**

- Time value of money worksheet/project (CFPO #3, 5, 9)
- Financial report on sport-specific corporation (CFPO #3, 5, 9)
- Case study concerning financial decisions/ramifications of sport-specific community-oriented firm (CFPO #3, 5, 8, 9)

### **Honor Code:**

**“As a Mississippi State University Student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do.”**

Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information please visit: <http://www.msstate.edu/dept/audit/PDF/1207.pdf>.

Plagiarism, cheating and/or fabrication will not be tolerated. Students must attribute information used in all writing assignments to a source utilizing proper citations. Presenting another person’s work, copying a past and/or present classmate’s work, failing to attribute information to the source, or making up quotations will result in immediate failure of the assignment and subsequent punishment, including failure in the course. Cheating on any quiz, exams or other assignments will result in an XF grade in the course and further disciplinary actions, including recommendation for dismissal from the University to the Academic Honesty Committee. Please refer to the *Mississippi State University Operating Policy and Procedures, Volume II Academic Affairs, Section 12.07* for further clarification on academic misconduct.

### **Technology:**

Students utilize technology to examine financial reports (i.e., budget sheets, cash flows, statement of income) to determine the financial health of sport-specific firms. Additionally, web resources such as Yahoo! Finance are integrated to examine stock prices and trends with sport-specific corporations.

### **Diversity:**

It is important to help students understand the significance of the diverse learner. We will address professionalism and how to help individuals or groups who are diverse in age, disability, ethnicity, gender, race, sexual orientation, socioeconomic class, and other characteristics. We will address these issues in our topics to be covered.

**Disability:**

Necessary accommodations will be made for students with disabilities. Any student who has a disability that requires accommodation(s) should make an appointment with the Office of Student Support Services (325-3335).

**Field Component:** None

**Evaluation of Student Progress:**

Midterm Assessment	100 points	A = 90 - 100%
Financial Presentation	100 points	B = 80 - 89%
Budget Case Study	100 points	C = 70 - 79%
In-class Assessments	<u>100 points</u>	D = 60 - 69%
	400 points	F = < 60%

This course is not part of the teacher prep program in the Department of Kinesiology, and therefore, INTASC standards have not been applied to the objectives.

**Bibliography:**

AECOM. (2010). *Economic impact study of the Green Bay Packers and the redeveloped Lambeau Field*. Los Angeles, CA: AECOM Technological Services, Inc.

Cespedes, F. V., Wing, L., & Lovelock, C. H. (2009). The Springfield Nor'easters: Maximizing revenues in the minor leagues. *Briefcases*, 2510, 1-13.

Mahony, D. F. & Howard, D. R. (2001). Sport business in the next decade: A general overview of expected trends. *Journal of Sport Management*, 15, 275-296.

McEvoy, C. D. & Gray, D. P. (2010). A budgeting crisis at Little State University. *Case Studies in Sport Management*, 1, 1-8.

Rische, P. & Mondello, M. (2004). Ticket price determination in professional sports: An empirical analysis of the NBA, NFL, NHL, and Major League Baseball. *Sport Marketing Quarterly*, 13, 104-112.

Storm, R. K., & Nielsen, K. (2012). Soft budget constraints in professional football. *European Sport Management Quarterly*, 12, 183-201.

Waktins, S. D., Sallee, C. M. & Anderson, P. L. (2007). *Economic impact of Big Ten football games in Michigan*. East Lansing, MI: Anderson Economic Group, LLC.

Williams, D. & Seifried, C. (2013). The taxing postseason: The potential impact of unrelated business income taxation on college football bowl organizers. *Journal of Legal Aspects of Sport*, 23, 72-90.