

Finance in Sport

3.0 Credits

01:955:306, Section 01

Semester: Fall, 2022

Department of Kinesiology and Health
Rutgers University

Course information

Online learning site: Canvas <https://canvas.rutgers.edu/>

Class Location: Hickman Hall, Room 216 (C/D)

Class Day/Time: Tues/Thurs 5:40-7:00pm

Technology requirements for this course:

- 1) Microsoft Office (Word, PowerPoint, and Excel). A free student version of this software is available for students here: getoffice.rutgers.edu.

Instructor information

Instructor: Jason V. Henderson, MMS, JD

Email: jason.v.henderson@rutgers.edu

Virtual office hours: Tuesday and Thursday 4:00pm-5:30pm

Virtual office hours format: WebEx, recurring meeting invitation will be provided on Canvas.

Canvas email will be used for all information/communication related to this course.

Required Course Materials

Financial Management in the Sport Industry. (3d)

Brown M. T., Rascher D. A., Nagel M. S., & Mcevoy C. D.

Taylor & Francis, 2021.

ISBN: 978-0-367-26092-7

Course Description

Examination of finance issues and successful approaches to fiscal management applied to the fields of sport management and exercise science. Topics include diversification of revenues, financial accountability, purchasing, sales operations, fundraising, grants and sponsorship, and fiscal challenges that confront sport and fitness organizations.

This course partially fulfills the Sport Management Major and Minor elective requirements.

Course Learning Objectives

By the conclusion of this course, student-learners will:

- 1) Analyze financial statements and ratios to evaluate sources of financial risk.
- 2) Apply principles of fiscal management and compare various budgeting methods to determine relative strengths and suitability for a specific program.
- 3) Calculate the time value of money and apply within to the valuation process.
- 4) Identify various sources of facility financing such debt, equity and governmental.
- 5) Create a feasibility study, economic impact analysis and capital budget for a prospective project.

Grading Policy

- This class uses a points-based system to calculate grades. The description of each assignment includes how many points it is worth. The total numbers points for this class are:

Assignment	Points	Percent of Grade
Chapter Quizzes (12 x 25 points)	600	30%
Case Studies (12 x 25 points)	600	30%
Group Presentation	400	20%
Final Paper	400	20%
Total	2,000	100%

- Assignments are due by 11:59 PM on the due dates listed below unless otherwise noted.
- Assignments turned in late will receive 0 points unless the student communicates with the instructor BEFORE the due date and receives written approval of an extension.
- Concerns about a graded assignment must be brought to the instructor within seven days of receiving the grade. Assignment grades are finalized after this seven day period.
- Grades on Canvas will be updated regularly; if you notice any discrepancies or have questions, please do not wait until the end of the semester – let your instructor know right away.

Letter Grade	Percent	Points Needed
A	90-100	1,800+
B+	85-89.9	1,700-1,799
B	80-84.9	1,600-1,699
C+	75-79.9	1,500-1,599
C	70-74.9	1,400-1,499
D	60-69.9	1,200-1,399
F	0-59.9	1,199 or lower

Assignments

Chapter Quizzes (50 points/each x 12 = 600 points, 30% of grade)

Students will submit on Canvas a short-answer response to the Concept Check questions within the corresponding book chapter for each of the 12 modules in the course. **Each of the 12 assignments will be due on Canvas at 11:59pm on the evening BEFORE the second lecture in each module.**

Case Studies (50 points/each x 12 = 600 points, 30% of grade)

Students will submit on Canvas a detailed response to the Case Study questions within the corresponding book chapter for each of the 12 modules in the course. **Each of the 12 assignments will be due on Canvas at 11:59pm on Sunday evening each week.**

Group Project (400 points, 20% of grade)

A formal group presentation (approximately 15 minutes long) is required. The project will be based on a hypothetical capital expenditure project of the group's choice (subject to instructor's approval). The intended audience of the presentation are potential private equity investors for the project. Presentations should include; 1) Project Overview, 2) Capital Budget, 3) Terms of the debt and/or equity financing agreement.

Students will be assigned into groups of 3-5 students. Projects will be evaluated as a group. **The assignment will be available for 2-weeks and will be due on Canvas at 11:59pm on 11/30/2022. Groups will present during class on 12/1, 12/6 and 12/8. Each student’s grade will be based on the caliber of work presented by the entire group.**

Final Paper (400 points, 20% of grade)

Students will complete and the detailed valuation project “The Duke's Sporting Goods Store” found at the end of Chapter 10. The corresponding Excel file is found on Canvas within the Assignment page. The paper contains three (3) methods for Fair Market Valuation; Market Approach, Income Approach, and Liquidation Value. **The assignment will be available for 2-weeks and will be due on Canvas at 11:59pm on 12/16/2022.**

Summary of Assignments with Due Dates

Assignment	Due Date	Points	Percent of Grade
Chapter Quizzes (12 x 50 points)	Before 2nd class in module	600	30%
Case Studies (12 x 50 points)	Sunday each week	600	30%
Group Project	11/30/22	400	20%
Final Paper	12/16/22	400	20%
Total		2,000	100%

Case Study Rubrics

	22-25 Points	18-21 Points	15-17 Points	0-14 Points
Quality 25 Points	Posts are original and include substantial depth of critical thinking in analysis or synthesis of course materials, personal experience, and/or classmate posts. They use the terminology of the course appropriately and correctly. Construction of new meaning and insights are evident.	Posts are original and include moderate depth of critical thinking in analysis or synthesis of course materials, personal experience, and/or classmate posts. They use the terminology of the course, but may sometimes do so inappropriately or incorrectly.	Posts indicate a minimal understanding of the discussion topic. Posts may lack evidence of knowledge gained from the course materials, such as using the appropriate terminology. Responses may simply express interest or convey related anecdotes without critical analysis.	Posts indicate a lack of understanding of the discussion topic. Comments are irrelevant, off-topic, and/or confusing to follow. Viewpoint, if given, is not supported with evidence or examples.
Relevance 25 Points	Posts make strong, explicit connections to course resources (texts, lectures, media, etc.) by correctly	Posts usually make explicit connections to course resources (texts, lectures, media, etc.) by correctly	Posts make minimal explicit connections to course resources (texts, lectures, media, etc.) by correctly	Posts make no clear, explicit connections to course resources (texts, lectures, media, etc.) by

	identifying resources by name and source.	identifying resources by name and source.	identifying resources by name and source. Connections are largely inferred and somewhat unclear at times.	correctly identifying resources by name and source.
Total = 50 Points				

Course Policies and Procedures

Academic Integrity

Students are responsible for becoming familiar with the definitions, procedures and sanctions outlined in Rutgers University Academic Integrity Policy before submitting any assignment or exam. The policy can be found at: <http://nbacademicintegrity.rutgers.edu/>

All students should conduct themselves with the highest standards of academic honesty. Examples of academic dishonesty include: copying others' written work, not citing sources, and submitting the same assignments/papers multiple times in different courses. All incidences of questionable academic integrity are a serious matter and may result in a no grade (0.0) for the assignment or course. Academic dishonesty will not be tolerated and will be treated in accordance with Rutgers University Academic Integrity Policy.

Expectations

Edit as appropriate for your class

- Engage with all online class material
- Complete all assigned readings and assignments on time
- Actively participate in all class activities, including online discussions.
- Follow the honor code when completing all quizzes, and exams
- Ask questions to enhance understanding of the material
- Communicate with the instructor if you have questions pertaining to the material or the course
- Check your email and Canvas announcements regularly to stay informed about class updates

Email Etiquette

When emailing your instructor, please use your Rutgers e-mail address and identify yourself by full name and course number. Students are expected to place the course number, followed by the subject, in the subject line, use appropriate e-mail etiquette, and maintain reasonable expectations for instructor responses. The instructor will respond to student emails within 1-2 business days.

Plagiarism

By enrolling in this course, you are indicating implicitly that you have read, understood, and accepted Rutgers University's policies and procedures regarding academic integrity and dishonesty. Plagiarism and cheating will not be tolerated and all University policies apply. Specifically, if plagiarism or cheating is suspected, the student(s) will be asked to meet with the instructor. If the instructor concludes that an instance of plagiarism or cheating has occurred, the student(s) will be subject to an appropriate sanction or penalty outlined in Rutgers University Academic Integrity Policy.

Please note that plagiarism is using the ideas or writings of another as one's own. It varies in degree and severity. The most severe is the use of another's entire paper word-for-word. Less severe is the use of another's sentence, paragraph, or ideas without giving credit to that individual (i.e., without providing a reference).

Make-up Policy

No make-ups or extensions will be offered for missed assignments except in one of the following situations, provided that the instructor is notified in advance:

- Athletic or other Rutgers sponsored trips: Travel dates and times accompanied by a signed memo from the group's advisor/coach must be presented to the instructor prior to travel dates.
- Religious observances.
- Extenuating circumstances: This includes (but is not limited to) family emergencies, severe illnesses, accidents, etc. It will be up to the prerogative of the instructor whether or not the student will be allowed to take the make-up or receive an extension.

Diversity & Inclusion

The Department of Kinesiology and Health supports an inclusive learning environment wherein diversity and authenticity are valued. We are committed to creating a culture of equality that respects the diverse voices of our students, faculty and staff. We will continuously strive to create a curriculum and academic environment to reflect the community we serve, and drive innovation, social responsibility and excellence. Our diversity in thought, skill, and academic discipline is a resource and strength, which stands to benefit the whole and positively contribute to University and global reach.

UNIVERSITY SERVICES

Service	Description	Contact Information
Student Accommodations	If you are a student in need of accommodations, please register with the Office of Disability Services in order to initiate the accommodations process. Please present your letter of accommodation to your instructor during the first week of the semester. Please note that accommodations are not retroactive.	(848) 445-6800 Lucy Stone Hall, Suite A 145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 https://ods.rutgers.edu/
Just In Case Web App	Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.	http://codu.co/cee05e
Counseling, ADAP & Psychiatric Services (CAPS)	CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.	(848) 932-7884 17 Senior Street, New Brunswick, NJ 08901 www.rhscaps.rutgers.edu/ Medical Services: http://health.rutgers.edu/medical-counseling-services/medical/ Counseling Services: http://health.rutgers.edu/medical-counseling-services/counseling/
Violence Prevention & Victim Assistance (VPVA)	The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.	(848) 932-1181 3 Bartlett Street New Brunswick, NJ 08901 www.vpva.rutgers.edu/
Academic Support	School of Arts and Sciences Academic Advising for personal, career, and educational goals. Department of Kinesiology & Health Academic Advising for questions about Exercise Science or Sport Management major/minor requirements.	SAS: https://sasundergrad.rutgers.edu/ Dept. of Kinesiology & Health: Daria Gonzalez Loree Gym, Room 110 Email: Daria.Gonzalez@rutgers.edu https://kines.rutgers.edu/academics/academic-advising

COURSE OVERVIEW

Date	Module	Topic	Reading	Quiz Due	Case Study Due
9/6	1	Intro to Sport Finance	Chapter 1	Quiz 1 (9/7)	
9/8					Case Study 1 (9/11)
9/13	2	Analyzing Financial Statements and Ratios	Chapter 2	Quiz 2 (9/14)	
9/15					Case Study 2 (9/18)
9/20	3	Risk	Chapter 3	Quiz 3 (9/21)	
9/22					Case Study 3 (9/25)
9/27	4	Time Value of Money	Chapter 4	Quiz 4 (9/28)	
9/29					Case Study 4 (10/2)
10/4	5	Intro to Financial Management	Chapter 5	Quiz 5 (10/5)	
10/6					Case Study 5 (10/9)
10/11	6	Budgeting	Chapter 6	Quiz 6 (10/12)	
10/13					Case Study 6 (10/16)
10/18	7	Debt and Equity Financing	Chapter 7	Quiz 7 (10/19)	
10/20					Case Study 7 (10/23)
10/25	8	Capital Budgeting	Chapter 8	Quiz 8 (10/26)	
10/27					Case Study 8 (10/30)
11/1	9	Facility Financing	Chapter 9	Quiz 9 (11/2)	
11/3					Case Study 9 (11/6)
11/8	10	Valuation	Chapter 10	Quiz 10 (11/9)	
11/10					Case Study 10 (11/13)
11/15	11	Feasibility Studies	Chapter 11	Quiz 11 (11/16)	
11/17					Case Study 11 (11/20)
11/22	12	Economic Impact Analysis	Chapter 12	Quiz 12 (11/23)	
11/29					Case Study 12 (12/4)
12/1	Group Project				All Presentations Due 11/30
12/6					
12/8					
12/13	Make-up Class				
	Final Paper Due				12/16/22