SPMG 3664 02: Econ & Finance in Sport, Spring 2018

<table>
<thead>
<tr>
<th>Class Meeting Time/Location</th>
<th>Instructor</th>
<th>Office Location</th>
<th>Telephone</th>
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<tbody>
<tr>
<td>Tue/Thur 2:00pm - 3:15pm Coliseum 3009</td>
<td>Dr. Jerred Wang</td>
<td>Coliseum 2033</td>
<td>(678) 839-4861</td>
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<tr>
<td>Office Hours</td>
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<td>Mon 10:30 - 12:30 &amp; 1:30 - 5:30 Tue 10:30 - 12:30 &amp; 3:00 - 4:00 Other time by appointment</td>
<td>Westga email <a href="mailto:jwang@westga.edu">jwang@westga.edu</a></td>
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SUPPORT FOR COURSES

CourseDen D2L Home Page [https://westga.view.usg.edu/](https://westga.view.usg.edu/)


D2L UWG Online Help (M-F: 8 AM- 5 PM) [http://uwgonline.westga.edu/students.php](http://uwgonline.westga.edu/students.php)

Call: 678-839-6248 or 1-855-933-8946 or email: online@westga.edu

Center for Academic Success [http://www.westga.edu/cas/](http://www.westga.edu/cas/)

678-839-6280

24/7/365 D2L Help Center

Call 1-855-772-0423 or search: [https://d2lhelp.view.usg.edu/](https://d2lhelp.view.usg.edu/)

Distance Learning Library Services [http://libguides.westga.edu](http://libguides.westga.edu)

University Bookstore [http://www.bookstore.westga.edu/](http://www.bookstore.westga.edu/)

Ingram Library Services [http://www.westga.edu/library/](http://www.westga.edu/library/)

COE VISION

The College of Education at the University of West Georgia will be recognized for *Leading a New World of Learning*, with relevant and innovative programs that change lives and contribute to the betterment of society.

COE MISSION

Locally connected and globally relevant, the Mission of the College of Education is to prepare graduates for meaningful, professional careers in diverse settings. With three dynamic areas of focus – Educator Preparation, Clinical Practice, and Human Performance – and programs that range from undergraduate through doctoral study, we are committed to excellence in teaching, professional service, engaged partnerships, and applied research.
The vision and mission of the College of Education at UWG form the basis on which programs, courses, experiences, and outcomes are created. National and state standards (e.g., COSMA) are incorporated as criteria against which candidates are measured. This course’s objectives, activities, and assignments are related directly to the appropriate standards.

**COURSE INFORMATION**

**COURSE DESCRIPTION**

This course examines traditional and innovative methods of revenue acquisition and financial management in sports organizations. In addition, it covers the topics of market demand, financial forecasts, stadium financing, feasibility study, economic impact analysis, and asset valuation.

Credit Hours: 3
Prerequisites: Admission to SPMG required 2.00

**REQUIRED TEXTBOOK**


**SUPPLEMENTAL READINGS**


3. Additional readings (e.g., articles or various textbook chapters) will be made available on the CourseDen.

**APPROACHES TO INSTRUCTION**

Class procedure/structures such as lectures, cooperative learning, peer review, class discussions, and others are important to communicate.

This course will be delivered approximately 50% online. This requires the online equivalent of 1125 minutes of instruction (seat-time) and an additional 2250 minutes of supporting activities. As such, students will be required to complete the following online activities during this course:
Additionally, it is anticipated that students will need to work independently for twice the number minutes listed above to complete the online activities.

**COURSE OBJECTIVES**

1. Understand the fundamental knowledge in sport economics.
2. Understand the current financial situation in the sport industry.
3. Understand and be able to apply the basic and intermediate accounting and budgeting concepts.
4. Determine and explain traditional and new revenue sources of sport organizations.
5. Calculate profits and losses for sport organizations; track and graph financial trends of revenues and expenses; analyze revenues after factoring in inflation costs to determine adjusted profits or losses; and determine, evaluate, and report causes for trends and anomalies in the above.
6. Analyze financial value of sport franchises; evaluate revenue categories to determine viability; and analyze and discuss impact of collective bargaining agreements on financial value of franchises.
7. Detail key public sources of finance for sport organizations; structure financial requirements related to the sale of various forms of general obligation and revenue bonds for capitalizing major capital development projects.
8. Discuss the different methods of generating revenue through creative ticket sales, such as differential pricing and flexible ticket packaging.
9. Explain in detail how to organize and administer a fundraising program for soliciting annual and major gifts in support of sport organizations.
10. Discuss in detail the growth of sponsorship and naming rights as financing strategies.

**CLASS FORMAT**

A. Lectures  
B. Video Instructions  
C. Assignments  
D. Exams  
E. Group Project  
F. Guest Speakers
GRADING

- Exam 1: 100 points
- Exam 2: 100 points
- Exam 3: 100 points
- Assignments (x8): 80 points
- Group Project: 70 points: 50 points (paper) + 20 points (presentation)
- Attendance: 100 points
- Class Performance: 50 points
- Total: 600 points

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tr>
<td>A</td>
<td>90 - 100%</td>
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<tr>
<td>B</td>
<td>80 – 89.9%</td>
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<tr>
<td>C</td>
<td>70 – 79.9%</td>
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<tr>
<td>D</td>
<td>60 – 69.9%</td>
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<tr>
<td>F</td>
<td>below 60%</td>
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CLASS, DEPARTMENT, AND UNIVERSITY POLICIES

EXAMS

1. A total of three exams will be distributed on predetermined dates throughout the semester (see the class schedule). Exam will cover materials from lectures, discussions, and assignments. Exam will not be cumulative. No make-up opportunity will be offered.

2. All examinations must be completed in the assigned time. Therefore, please do not be late to class on the day of an exam. If a student arrives late for an exam and the first student finished with the exam has left the room, the late student will not be permitted to take the exam and will receive a zero for that exam.

3. The exam will be administered as scheduled. Do not ask for special permission to take an exam, or deliver a paper/presentation early or late, or for any other special consideration so that you may leave campus early. Make your travel plans accordingly, as you will NOT be able to take an exam early or late.

GROUP PROJECT

1. A group that includes 4 people (subject to change) need to work on a (or a series of) significant topic(s) in the field of sport economics and finance, such as ticket sales, stadium financing, economic impacts of teams/events, fundraising, salary payment,
market demand (e.g., TV viewership and onsite attendance), and gambling/fantasy sport in the contexts of college/professional/recreation sport.

Notes: a. Narrow down your topic and dig deep;
   b. The format of case study is highly recommended.

2. Each group needs to write a paper (APA format, at least 7 pages excluding the title page and reference page) and create a Power Point Presentation (25-minute presentation, including 5-minute Q&A).

3. The paper and the presentation should include the following areas (100% of scores)
   1) Brief introduction about the issue(s) and individual(s) or groups involved, including key details and background information about the story or event (20%);
   2) Explanation of why the topic is significant using concepts from the lectures, readings, class notes, and discussions (35%);
   3) Your insights on how the issue or event has affected and/or will affect the field of sport economics and finance (40%);
   4) 2 interactive questions for public discussion (5%).

4. Professional dress-up will be required. Failure to do so will result in point penalty (10 pts) in your grade.

5. Group project is a team-work. Each group member will evaluate the performance of other group members by confidentially filling peer evaluation forms (twice per semester). Do not assume your membership in a group will result in all members receiving the same grade for the group project. Poor performance in peer-evaluation will result points deduction in the group project.

6. Choose your group members by Jan 23th. If you could not find your group members, the instructor will randomly assign you to a group.

7. Prior to the presentation, all groups must have topic approval from the instructor by Feb 06th. Failure to do so will result in point penalty (5 pts) in your grade.

8. All groups must submit your full-length draft (paper) to the CourseDen at least two weeks before your presentation date (except for the group-1 and -2). Failure to do so will result in point penalty (20 pts) in your grade. I will provide feedback for you to improve your group project.

9. All groups must submit your power point slides and paper to the CourseDen Assignment Folder one day (i.e., 24 hours) before your presentation. Failure to do so will result in point penalty (10 pts) in your grade.
ATTENDANCES

1. In order to receive full credit for attendance and participation, satisfactory attendance is required.

2. Excused absences will only be granted WITH proper documentation (e.g., athletic travel schedule, doctor’s note, jury duty notification). I must receive written notification prior to the class in which you will be absent.

3. There will be no penalty for the 1st unexcused absences. Starting with the 2nd unexcused absence, 15 points will be deducted from the student’s attendance grade for each unexcused absence.

4. There will be no penalty for the 1st late arrival (i.e., no more than 15 mins late). Starting with the 2nd late arrival, 5 points will be deducted from the student’s attendance grade. A late over 15 mins will be considered as an unexcused absence.

5. If a student loses all attendance credits (i.e., 100 points), s/he will fail to pass this course.

6. If a student leaves before the instructor dismisses the whole class, it will be considered as an absence in that class.

7. A student is responsible for the information covered in class along with the readings from the textbook or supplement readings. If a student is absent when materials are distributed, it is a student’s responsibility to obtain the information from another student or the instructor.

LATE WORK

You must submit all coursework on time. You will receive a zero in any assignments not submitted by the stipulated deadline on the course schedule.

Note: a. Make sure you’re familiar with the CourseDen;
    b. Don’t wait the last minute to do the assignment.

EXTRA CREDIT

Extra credit may be handed out at the discretion of the professor.

PROFESSIONAL CONDUCT

1. Attending the class on time
2. Being prepared for class
3. Actively engaging in classroom discussions and activities
4. Being respectful of their fellow classmates and the opinions of others
5. TURN OFF cell phones and other electronic devices in class. Each violation will lose 5 points.

COMMUNICATION RULES

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the instructor and the student. It is the student’s responsibility to check his or her email. Students are also expected to regularly check his or her CourseDen.

ACADEMIC HONESTY

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

A. Plagiarism is scholarly theft, and it is defined as the unacknowledged use of secondary sources. Specifically, any written or oral presentation in which the writer or speaker does not distinguish clearly between original and borrowed material constitutes plagiarism.

B. Because students, as scholars, must make frequent use of the concepts and the facts developed by other scholars, plagiarism is not the mere use of another’s facts and ideas. However, it is plagiarism when students present the work of other scholars as if it were their own work. Plagiarism is committed in a number of ways:
   1. Reproducing another author’s writing as if it were one’s own.
   2. Paraphrasing another author’s work without citing the original.
   3. Borrowing from another author’s ideas, even though those ideas are reworded, without giving credit.
   4. Copying another author’s organization without giving credit.

C. Plagiarism will be avoided when students give credit (footnotes or other documentation forms) to the source in the following instances:
   1. When quoting directly from someone else’s writing (A direct quotation must always be enclosed in quotation marks.)
2. When paraphrasing someone else’s writing (To paraphrase means to restate a passage from someone else’s writing in one’s own words.)

3. When following the outline or structure of another author’s argument, explanation, or theory—even though the material is summarized in one’s own words

D. When in doubt about how widely known ideas are, observe these steps:
1. Ask your instructor.
2. Document the source.

Additionally, the student is responsible for safeguarding his/her computer account. The student’s account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information, please see the Student Handbook.

ADDITIONAL SUPPORT INFORMATION

Center for Academic Success

The Center for Academic Success (CAS) provides services, programs, and opportunities to help all undergraduate students succeed academically. The CAS offers free appointment-based peer tutoring in core courses, as well as supplemental instruction (SI)—which is peer-facilitated collaborative learning—in a variety of disciplines. Students seeking help with study skills and strategies can attend workshops though the Academic Success Workshop series, or work individually with either a staff or peer Academic Coach. The Center for Academic Success is located in UCC 200, and can be reached at 678-839-6280 or the email address is cas@westga.edu.

UWG Cares

If you or someone you know is in a distressing situation, support is available at http://www.westga.edu/UWGCaress/. The website contains access to helpful resources and phone numbers related to emergency or crisis situations and safety concerns, medical concerns, multicultural, psychological and personal issues and interpersonal conflict.

Student Services

Click on the following link Student Services for a listing of all services available to students at UWG.