

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPMT 420--Economics and Finance in the Sport Industry (3)
Spring 2013

DAY/TIME:	T 4:30-7:10 pm	LOCATION:	University Hall 1204
PROFESSOR	Stephen Argeris	EMAIL ADDRESS:	sargeris@gmu.edu
OFFICE LOCATION:	N/A	PHONE NUMBER:	202-955-1506
OFFICE HOURS:	Before class or by appointment	FAX NUMBER:	202-828-3725

PREREQUISITES

Undergraduate level SPMT 201 Minimum Grade of D, 60 hours

COURSE DESCRIPTION

This course is designed to apply the basic principles of accounting, economics, and finance to the world of sports.

COURSE OBJECTIVES

The student will be able to:

1. Apply principles of valuation through relevant accounting, economic, and finance theory
2. Interpret financial statements and perform basic ratio analysis
3. Understand how ownership and capital structure affect value
4. Analyze how well enterprises have identified and developed sources of revenue (media rights, tickets, sponsorships, etc.) and managed expenses
5. Understand how broad trends in facility design, financing, and operation have affected revenues
6. Analyze how enterprises have responded to changes in demand through pricing and branding strategies
7. Understand the role case law, the courts, league or organization management, and government policy affect sports operations
8. Assess risks involved in capital budgeting decisions, from talent acquisition and retention to facility construction and management

COURSE OVERVIEW

The learning experiences in this course are afforded through assignments, discussions inside and outside class, film and video material.

STUDENT SUPPORT

Any eligible student with an exceptionality documented through George Mason University's Disability Resource Center must notify the instructor so that suitable accommodations can be implemented.

EXPECTATIONS

1. All assigned reading for each class is to be completed prior to coming to class.
2. Regular attendance and participation is expected.
3. Students must abide by the Mason Honor Code, guided by the spirit of academic integrity.

REQUIRED TEXTS

Winfree, J. A., & Rosentraub, M. S. (2011). *Sports finance and management: Real estate, entertainment, and the remaking of the business*. Boca Raton, FL: CRC Press.

Sports Business Journal (required)

Other readings as assigned.

ASSESSMENT

Three in-class tests:	40%
Final Project Presentation (Group):	40%
Class Participation:	20%

Three tests include multiple choice and short essays based on the materials and issues discussed in class. The best two grades are included in the final grade.

Final project is a comprehensive valuation of a sports-related enterprise (e.g., an SEC television network, a women's professional soccer league, a new stadium for DC United) reflecting the techniques and concepts discussed throughout the semester. An oral presentation, followed by question and answers, will be conducted in the final class session, and a more substantial written product (10-15 page paper, summary prospectus, etc.) must be handed in at the same time. The presentations must be given in groups of four or five.

GRADING SCALE

A = 94 – 100	B+ = 88 – 89	C = 70 – 79
A- = 90 – 93	B = 84 – 87	F = 0 – 69
	B- = 80 – 83	

COURSE SCHEDULE**Part One: Background, Principles of Financial Analysis**

Jan. 22	Course Introduction, Chapter One
Jan. 29	Ownership Structure, Chapter Two
Feb. 5, 12	Financial Statement Analysis, Chapter Three
Feb. 19	Valuation, Chapter Eight
Feb. 27	Legal and Organizational Policy, Chapter 12

Part Two: Facility Design, Financing, and Management

March 5	Facility Design, Chapter 4 TEST #1 (CLASSES 1/22-2/27)
March 12	NO CLASS (SPRING BREAK)

March 19 Stadium Financing, Chapter 5

March 26 Sports Teams and Real Estate, Chapter 6

Part Three: Understanding Revenue Streams and Expenses

April 2 Media Rights, Chapter 7
TEST #2 (CLASSES 3/5-3/26)

April 9 Ticket Demand and Pricing, Chapters 9, 10
Rough Draft Final Project Presentation (Optional) Due

April 16 Team Investments and Operations, Chapter 11

April 23 Advanced Valuation Techniques (reading to be distributed)
TEST #3 (CLASSES 4/2-4/16)

April 30 Final Project Presentations

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional

counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].

- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

