

George Mason University
College of Education and Human Development
School of Recreation, Health, and Tourism

SPMT 420: DL1 – Economics & Finance in the Sport Industry
3 Credits, Spring 2019
Distance Learning

Faculty

Name: Mark Murray
Office Hours: By Appointment
Office Location: 10890 George Mason Circle,
Bull Run Hall, Suite 220, MSN 4E5,
Manassas, VA 20110
Office Phone: 703-993-2060
Email Address: mmurray@gmu.edu

Prerequisites/Corequisites

See GMU catalog: “Completion of 60 hours, including SPMT 201, or permission of instructor; Prerequisite enforced by registration system.” (Please obtain your advisor’s approval for any exceptions.)

University Catalog Course Description

This course examines the principles of economics budgeting, and finance as it applies to the sport industry.

Course Overview

The learning experiences in this course are afforded through assignments, online class participation, reading, notes, online discussion boards, team/group activities, technology, assisted activities, and a variety of additional instructional approaches that will offer opportunities to meet the course objectives.

Course content includes, but is not limited to, the following:

Application of micro and macro-economic principles in sport, including: Economic growth of the sport industry; Concepts of competitive strategy (supply and demand) in sport; Economic impact principles in sport; Economic theory applied to sport manufacturing and service industries; Economic theory applied to sports; Economic perspectives in labor relations in sports; Economic theory applied to sport stadiums and arenas; Economic theory applied to intercollegiate sports; Impact of the television industry on professional and intercollegiate sports; Economic impact of sport venues and events; Infrastructure importance to competitive strategies in sport manufacturing and service industries.

Application of finance, accounting and budgeting principles in sport, including: Use of financial statements in sport; Sources of revenue for financing in sport (e.g., public sector vs. private sector, governments, membership, fees, PLS, taxes, bonds, etc.); Principles of budgeting in sport; Budgets as a method of control, organization, and reallocation in sport; Budget development in sport; Financial management of sport facilities; Present financial status of the sports industry - collegiate, professional, private, manufacturers; Concessions and merchandising in sport - trademark licensing, inventory, cost control, cash management; For profit and not-for-profit budgeting in sport; Development and sport fund-raising principles and methodology (campaigns, alumni, auctions); Development and presentation of business plans in sport.

Course Delivery Method

Under no circumstances, may students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

This course will be delivered online (76% or more) using an asynchronous format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on January 21, 2019. Students must have access to a computer with word processing, Excel, PowerPoint/Google Slides, and a webcam with microphone.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Google Chrome is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students will need a webcam and microphone.
- Students will need access to word processing, Excel, PowerPoint/Google Slides.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.

Expectations

- Course Week: Because asynchronous courses do not have a “fixed” meeting day, our week will **start** on Monday morning at midnight, and **finish** on Sunday at 11:59 p.m.
- Log-in Frequency: Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least **five** times per week.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.

- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues and will receive a 10% late penalty.
- Workload: Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette: The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

1. Apply economic principles in sport, including competitive strategy (supply and demand), and economic theory to sport industries, labor and stadiums/ arenas.
2. Identify the application of economic theory across professional and intercollegiate sports.
3. Identify sources of revenue for financing sport, including public sector and private sector.
4. Apply knowledge of key financial principles and promising practices for building and advocating strategic plans and business cases in sport.
5. Recognize key financial principles applicable to sport organizations.
6. Describe principles of budgeting, including types, development, for-profit and not-for-profit and use as a method of control, organization, and reallocation.
7. Develop an appreciation of financial planning and management for sport facilities.
8. Assess the financial status of the sports industry and the role of television in sports.
9. Develop an appreciation of the interrelation of business strategic planning, financial management, and economics in the sport industry.
10. Describe the economic growth of the sport industry, including the economic impact of sport venues and events, at the professional and collegiate levels.

Professional Standards Upon completion of this course, students will have met the following professional standards: Not Applicable.

Required Texts

Class Preparation: Readings will include assigned chapters within the text and/or current articles and news in sport management to be determined by instructor. Students may be required to be prepared each week with a reading (article, internet item, etc.) directly related to the course content for class discussion.

Required Texts (library reserve copies available for 2hr. check-out at Johnson Center):

Leeds, M.A., Allmen, P., & Matheson, V.A. (2018). *The Economics of Sports, 6th Ed.* Upper Saddle River, NJ: Pearson.

Howard, D.R. & Crompton, J.L. (2014). *Financing Sport, 3rd Ed.* Morgantown, WV: West Virginia University.

Instruction notice: Professor may assign supplemental readings.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor to the Blackboard classroom. All late work will be penalized 10% for if turned in past the due date.

- **Discussion Board Participation – 20% of final grade**
 - Weekly discussion board participation is crucial for this class. Posts must meet the requirements for the conversation and be submitted on time.
- **Current Event Article – 10% of final grade**
 - Student will virtually report on a recent news topic that relates to the financial and economical world of sports and lead a discussion on Blackboard.
- **THIS or THAT Paper – 10% of final grade**
 - Student will write a persuasive essay that is supported by research on a financial or economic topic provided to them.
- **Class Assignments – 10% of final grade**
 - Class assignments will include all other assignments that do not fall under the other gradebook categories.
- **Mid-Term – 20% of final grade**
 - A mid-term paper will be assigned and due on March 10. The paper will primarily be based on the Economics topics covered in the first half of the semester.
- **Start Up Business Plan – 15% of final grade**
 - A sales pitch video presentation of a new sports business plan will be due on May 5.
- **Final Exam – 15% of final grade**

- A final examination will be given electronically for assigned materials and topics covered in class. The exam will primarily cover topics covered in class after the Mid-term. The test will include 100 multiple choice and True/False questions.

Grading

A = 94-100 A- = 90-3 B+ = 88-9 B = 84-7 B- = 80-3 C+ = 78-9
C = 74-7 C- = 70-3 D = 60-9 F = 0-59

Professional Dispositions

See <https://cehd.gmu.edu/students/policies-procedures/>

Class Schedule

Classes begin on Tuesday, January 22 and end on Monday, May 6. The final exam period runs from May 8 through May 15. Spring Break is the week of March 11.

Since this is a 100% online course, there are no meeting dates, however students need to be active online and adhere to due dates of scheduled assignments, papers, projects and discussion board posts. Students should follow the detailed schedule on Blackboard for more information on specific due dates and requirements of work.

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

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: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).

Campus Resources

- Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .