

KIN640: Finance & Economics of Sport



Dates: 1/7/18 - 3/2/18

Meeting Day/Time: Mondays, 5:45 p.m. - 8:15 p.m.

Location: Liberty Station Room 205A

Credit Hours: 3

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

INSTRUCTOR INFORMATION



Instructor: Professor Ethan Hamilton, PLNU Athletic Director

Phone: 619.849.2265

Email: ethanhamilton@pointloma.edu

Office Hours: By appointment only (typically Tuesday or Wednesday afternoon)

Please contact via email.

COURSE DESCRIPTION

This course will provide students with an introduction and relevant application of the economic principles that influence athletic and sport organizations. Students will discuss and implement budgeting, financial statements, economic impact analysis, and other related topics.

COURSE AIM

This course will give perspective in the real world of financial management in sport, showing students how to apply financial concepts and appreciate importance of finance in establishing sound sport management practices. The course meetings will consist of lecture sessions and will allow for time to collect, analyze, and interpret data that addresses the challenges and current financial issues that face managers in professional, collegiate, and non-profit sports agents.

INSTITUTIONAL LEARNING OUTCOMES (ILO)

1. Learning, Informed by our Faith in Christ

Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.

2. Growing, In a Christ-Centered Faith Community

Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental and social contexts.

3. Serving, In a Context of Christian Faith

Students will serve locally and/or globally in vocational and social settings.

PROGRAM LEARNING OUTCOMES (PLO)

The Point Loma Nazarene University MS-KIN graduate will be able to:

1. Appraise current research data in Kinesiology and integrate it into professional practice to solve relevant problems and make effective decisions.
2. Work independently and with a team to persuasively communicate essential information in their discipline.
3. Demonstrate appropriate breadth of knowledge of the background and principle research in their specialization in order to conduct an independent research project.
4. Serve various populations, integrating compassionate care and the Christian faith with their professional practice.
5. Pursue an active and growing involvement in their discipline by achieving advanced certification and/or membership in a related professional organization.

COURSE LEARNING OUTCOMES (CLO)

The following learning outcomes will be achieved by students in this course:

1. Critically analyze the financial challenges of professional sports and intercollegiate athletics.
2. Demonstrate an understanding of financial and budget management as they pertain to personal decisions, sports organizations and enterprises, applying appropriate financial control methods and principles.
3. Evaluate financing from public and private sources for sports venues and events.
4. Analyze and evaluate impact of media rights, ticket sales, and licensed merchandise as it relates to the financing of sport.

CREDIT HOUR INFORMATION

It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their course work. As a graduate course, students can expect the work in this class to be significant, and students should plan on spending up to 15-20 hours a week engaged in the course. The estimated time expectations for this course are shown below:

Course Assignments	Pre-Course Hours	Course Hours	Post-Course Hours
Face-to-Face Class Sessions	--	20	--
Online Participation in Discussion Forums	--	20	--
Reading	--	10	--
Three Course Projects	--	30	--
Other Assignments & Learning Activities	--	25	--
Chapter Quizzes	--	8	--
Total Course Hours		113	

COURSE ASSIGNMENTS

Summary Reflection/Assessment/Takeaways (3%)

These brief one-page summaries will help assess your grasp of information covered in our Monday evening session. The expectation is that you share insight gained and points of agreement and/or disagreement. This assignment needs to be completed by 11:59 p.m. either on Tuesday or Wednesday night depending on other assignments.

Discussion Board Participation (6%)

Discussion board participation will be based on the weekly topic posted in Canvas. Your initial post is due Tuesday at midnight; it is expected that you be engaged and deliver informed thought, leading to lively discussion with two pieces of specific feedback prior to Thursday at midnight. You should also be ready to further discuss these issues with your colleagues at the following class session.

Article/Journal Summaries (15%)

The aim of supplemental readings is to keep you current with contemporary issues. It is your responsibility to find current literature; on occasion, the instructor may post articles for your review. You will be asked to submit a one-page report, typically by Sunday at midnight, summarizing the key points of outside readings by outlining the major points of the article. In this summary, please also state your opinion and points you agree and/or disagree with.

Online Quizzes from Readings (22%)

You will complete chapter readings in conjunction with each week's session. In order to

assess your grasp of readings and class content, you will complete seven online quizzes – each worth 40 points. These are not meant to be arduous but to ensure you have appropriately comprehended the material. These will also allow the professors to ascertain any “sticking points” for students so that class time can be spent in clarifying key concepts.

"Personal Budget" Build (8%)

The purpose of this assignment is to teach you how to build a budget in relation to your income. This assignment is to be created with your current real income and expenses. It must be done individually (just like the “real” world of personal finance) and the build is due during Week 2. This budget creation should encompass housing and auto costs, debt, student loan payments, retirement, additional savings and investments, health insurance, taxes, miscellaneous living expenses (food, gas, clothing, furniture, recreation) and tithing/donations for the month of February. More instructions, guidelines, and forms can be found on Canvas; it is expected that you utilize Excel or Quicken.

"Personal Budget" Analysis (8%)

After tracking your expenses for the month of February, you will collect and analyze the data and submit a write-up. More instructions for this analysis can be found on Canvas. It is expected that you give a thorough recap, illustrating progress made, and correlating how this process could be applied within the context of this class

"Add a Sport at PLNU" Project (19%)

Based on the information gathered, you will create a proposal supporting the addition of a sport at PLNU for the intercollegiate athletics program. This eight-page report should encompass all things learned, creating a defense to combat the challenges facing college sports. The stance taken should address costs (including a budget), facilities, Title IX impact, potential revenues, etc. It is recommended that each student review literature and consult athletic administrators at various universities for feedback and to gain insight on pros and cons for their position.

"Did We Make the Right Choice: SDSU West vs. Soccer City?" Mission Valley Project (19%)

Take a position, and then defend. You have two different positions to choose from: you can be the defend the Friends of San Diego State initiative and support SDSU West OR you can be support the initiative by the FS Investors which has been named Soccer City. Any stance should be based on challenges facing the growth and development of this Mission Valley site, trends in sports facility financing, and the economic impact analysis. All revenue and funding should also be addressed in this 8-page report. It is recommended that each student review literature and attempt to consult individuals in the sports industry for feedback and to gain insight on pros and cons for their position.

REQUIRED TEXT & RECOMMENDED RESOURCES

[Financing Sport](#) 3rd ed., 2014. Howard and Crompton. FiT Publishing.

Additional Resources Provided

- Journal articles available via Canvas

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ASSESSMENT AND GRADING

Grading Points

Course Assignments	Points
Summary Assessments/Takeaways (8 @ 5 pts each)	40
Online Discussions (8 @ 10 pts each)	80
Article/Journal Summaries (8 @ 25 pts each)	200
Online Quizzes (7 @ 40 pts each)	280
'Personal Budget' Build	100
'Personal Budget' Completed Analysis	100
'Add A Sport at PLNU' Project	250
'SDSU West vs. Soccer City' Project	250
Total Course Points	1300

Grade Scale (Percentage)

Standard Grade Scale Based on Percentage of Points Earned				
A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F ≤ 59
A- 90-92	B- 83-86	C- 73-76	D- 63-66	
	B- 80-82	C- 70-72	D- 60-62	

Students must complete the required program hours in the major (program) from Point Loma Nazarene University with a minimum grade of "C" in each course and an overall 2.00 grade point average.

LATE ASSIGNMENTS

All assignments are to be submitted by the due dates posted. There will be a 20% reduction of possible points for each day an assignment is late. If missing assignments result in your failure to meet learning outcomes, you may receive a letter grade reduction on the final grade in addition to the loss of points for missing work. No assignments will be accepted after midnight on Sunday night, the last day of class.

While there are due dates for weekly assignments, you are welcome to post your work earlier in the week. In our discussions, late work means that others may not have the

opportunity to respond to your comments. It also means that you will not have the benefit of as much interaction with other students as you will have if your assignment is posted on time. If you know you will be away on the day your assignment is due, please post your work before you leave.

Assignments will be considered late if posted after midnight Pacific Standard Time on the day they are due or after a specific time stated in the assignment.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for alternative days will be approved.

SPIRITUAL CARE

PLNU strives to be a place where you grow as whole persons. To this end we provide resources for our graduate students to encounter God and grow in their Christian faith. At the Liberty Station campus we have an onsite chaplain, Rev. Wil Ryland who is available during class break times across the week. If you have questions, desire to meet with Rev Ryland or prayer requests you can contact him directly at gradchaplainlibertystation@pointloma.edu. In addition there are resources for your Christian faith journey available at the PLNU website: [Spiritual Life at PLNU](#).

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[Links to an external site.](#)

ACADEMIC HONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

ACADEMIC ACCOMMODATIONS

If you have a diagnosed disability, please contact the Center for Student Success (CSS) within the first two weeks of class to demonstrate need and to register for accommodation by phone at 619.563.2810. You may also ask your academic advisor or program director for any additional accommodation information.

ATTENDANCE POLICY

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

ACADEMIC STANDING

Graduate students at Point Loma must obtain a 3.0 GPA to remain in good standing in the MS Kinesiology program. Additionally, all graduate students need to earn a C or higher in all graduate courses according to the catalog grading policy found here: [GPS Academic Standing](#)

GRADING SYSTEM

Traditional letter grades (A, B, C, D, F) including plus and minus grades are used to indicate the level of scholarship earned for each course. Except for the correction of an error, all traditional letter grades are final at the conclusion of the academic term. Once the degree has been posted on the student's official transcript, no change of grade action is allowed for courses leading to the degree. The grade of C is the lowest grade acceptable for graduate credit.

INFORMATION LITERACY

The curriculum of the MS-KIN is designed so that you develop skills in scientific writing, performing statistical analysis of data, reading and critically appraising primary literature, and incorporating current best evidence into your professional practice. Not all information is equally sound or applicable to your practice. Various assignments within this course are designed to accomplish the goal of informational literacy—to evaluate the validity and importance of information obtained from any source and use the information appropriately to solve relevant problems.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our graduate students to encounter God and grow in their Christian faith. There are resources for your Christian faith journey available at the [Graduate & Professional Student Spiritual Life web page.](#)

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) page. Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

If you do need technical help, you may click on the HELP button (located on the top-right corner of Canvas) and choose from whom you want assistance, or you may contact the campus helpdesk (619-849-2222).

Point Loma Nazarene University encourages the use of technology for learning, communication, and collaboration. It is the responsibility of the student to confirm access to the essential applications needed for the class such as Excel as well as standard online research tools.