

**University of Florida**  
**SPM 4515: Sport Business & Finance**  
**Spring, 2009**

Dr. Charles S. Williams

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Office

190C Florida Gymnasium

Office Hours

by appointment, or MTW (3:00 – 4:30 p.m.)

Class Meeting Times:

MWF 7th Period (1:55-2:45 p.m.)

Location:

Florida Gymnasium, Room 210

**I. Course Description**

Explain and delineate financial expense categories and sources of revenue for sport organizations. Determine and calculate facility revenues and non-facility revenues. Develop potential solutions for improving revenue sources and increasing revenue and decreasing costs while maintaining a viable product.

Specificity, students will be exposed to sponsorships, licensing, franchises, fundraising, accountability, and financial risk management in the sport setting. Students will develop potential solutions for improving revenue sources and increasing revenue, and decreasing costs while maintaining a viable product.

**II. Course Objectives**

After successfully completing this course, students will:

1. Be able to discuss, define, and utilize the basic accounting concepts to the sport industry
2. Detail the sources of revenue for sport programs
3. Explain and delineate financial expense categories for sport organizations.
4. Discuss how to justify the expenditure of public resources for sports facilities
5. Be able to use a variety of ratios to analyze a particular business financial status
6. Utilize concepts to produce a final report that includes a financial SWOT analysis

**III. Required Text:** Sawyer, T. H., Hypes, M., & Hypes, J. A. (2004). *Financing the Sport Enterprise*. Champaign, IL: Sagamore Publishing.

**IV. Recommended Reading (Not Required)**

Fort, R. D. (2006). *Sports economics* (2nd ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

Howard, D. R. & Crompton, J. L. (2005). *Financing Sport*. Morgantown, WV: Fitness Information Technology.

Parkhouse, B. L. (2005). *The management of sport: Its foundation and application*. New York: NY. McGraw-Hill.

Additional Journals and References

Journal of Sport Management

Sport Marketing Quarterly

Street & Smith's Sport Business Journal

**V. Instructional Methodology**

The course material will be presented through lectures and class discussions. Each student is expected to have the assigned readings completed BEFORE each class. This will enhance the understanding of the lecture and will also allow maximum participation in class discussions.

## VI. Evaluation

A. Assignments* and Quizzes	150
B. Attendance	100
C. Personal SWOT	150
D. Group Project	200
E. Mid Term	200
F. Comprehensive Final Exam	200
Friday, May 1 <sup>st</sup> at 7:30 a.m.	
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\*Includes in-class and out-of-class assignments

## VII. Course Requirements

Academic Learning Compacts: To satisfy Florida statutory requirements, students must complete an E-Portfolio that includes major projects from five classes. Each student should maintain an electronic copy of the final group written report and PowerPoint presentation that includes the Financial SWOT Analysis. Please note you will need a calculator for various class activities and both exams.

## VIII. Attendance

Class attendance is mandatory. The only excusable absences from class are valid medical emergencies due to sudden illness or accident. Official written documentation from a physician is required. There are no excusable absences from participation. It is your responsibility to be accounted for. Make sure you sign the daily attendance sheet. You are training to be a professional. Your future employer would expect you to be on time and on the job.

No more than two class absences	100 pts.
Three class absences	90 pts.
Four class absences	70 pts.
Five class absences	50 pts.
Six class absences	30 pts.
Seven	20 pts.
Eight or more class absences	0 pts.

## IX. Turn In Assignments on Time:

All assignments are due at the beginning of the class period on the due date. Late assignments will receive a maximum of 50 percent of the original maximum points. Assignments will not be accepted after five school days past the due date.

## X. Observe Academic Honesty

The instructor expects and will enforce a strict policy of academic honesty. Academic honesty policies for the University are summarized in the undergraduate catalog. Cheating, plagiarism, or knowingly furnishing false information are examples of dishonesty and will result in failing the course. Any student found guilty of cheating or plagiarizing will be given the failing grade of (E) for the course. In case of such an event, a written statement detailing the incident will be attached to their official College and University files.

## XI. Americans with Disabilities Act

If you are a qualified student with a disability seeking accommodations under the Americans with Disabilities Act, you are required to identify yourself to the Office of Student Services (P202 Peabody Hall). I cannot make accommodations for students who do not have a letter from the Office of Student Services and who do not inform me of what accommodations are needed.

## XII. Recording Lectures

Permission must be obtained from the instructor prior to recording any class lectures.