

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

SPMT 420: Section 002 – Economics & Finance in the Sport Industry  
3 Credits, Spring 2021  
Tuesdays, 7:20-10:00 pm in **East 201** - Fairfax

**Faculty**

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**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, class participation, lectures, notes, discussion, 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**

This course will be delivered using both a lecture format. Guest speakers and class presentations may be utilized to expand upon topics covered in the assigned readings and class lectures. Professor may assign supplemental readings.

### **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.

### **Class Preparation**

Readings will include assigned chapters within the text and/or current articles and news in sport management to be determined by the 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**

Available in both physical and digital formats. (Library reserve copies available for 2hr check-out at Johnson Center.)

- Leeds, M.A., Allmen, P., & Matheson, V.A. (2018). *The Economics of Sports, 6<sup>th</sup> Ed.* Upper Saddle River, NJ: Pearson.
- Howard, D.R. & Crompton, J.L. (2018). *Financing Sport, 4th Ed.* Morgantown, WV: West Virginia University.

## **Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, hard copy).

- **Class Assignments and Class Participation – 20% of final grade**
  - Class assignments and participation may include short class assignments for submission, class discussion, and online class submissions.
- **Current Event Presentation – 10% of final grade**
  - Students will orally present and lead a brief class discussion on a current event from the sports business world and how it connects to the financial and economic concepts discussed in class.
- **Mid-Term – 25% of final grade**
  - A mid-term paper will be assigned to complete at home. The paper will primarily be based on the Economics topics covered in the first half of the semester.
- **Research Presentation – 20% of final grade**
  - Projects will be assigned on March 9 and presented in class on March 30, April 6, and April 13. They will be oral presentations with accompanying visual aids.
- **Final Exam – 25% of final grade**
  - A final examination will be given on May 4 for assigned materials and topics covered in class. The final exam will be short answer, true/false, and multiple-choice, based on the material covered over the course of the entire semester.

## **Grading Scale**

A = 94-100	A- = 90-93	B+ = 88-89	
B = 84-87	B- = 80-83	C+ = 78-79	
C = 74-77	C- = 70-73	D = 60-69	F = 0-59

## **Class Schedule**

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

<b>Class #</b>	<b>Date</b>	<b>Class Notes</b>	<b>Readings</b>
1	Jan. 26		Econ. Ch. 1-2
2	Feb. 2		Econ. Ch. 3-4
3	Feb. 9	<b>**ONLINE CLASS**</b>	Econ. Ch. 5 & 8
4	Feb. 16		Econ. Ch. 6-7
5	Feb. 23	Assign Midterm	Econ. Ch. 9-10
6	March 2		Econ. Ch. 11-12
7	March 9	Assign Presentation	Finance Ch. 1 & 4
8	March 16		Finance Ch. 2-3 & 5
n/a	March 20	<b>MID-TERM PAPER DUE</b> - Turn in via Blackboard by 5 pm on March 20th	
9	March 23		Finance Ch. 6
10	March 30	Presentation Day 1	Finance Ch. 7
11	April 6	Presentation Day 2	Finance Ch. 8
12	April 13	Presentation Day 3	Finance Ch. 9-10
13	April 20		Finance Ch. 11-12
14	April 27	Final Exam review	Finance Ch. 13-14
15	May 4	<b><u>FINAL EXAM</u></b>	

## **Safe Return to Campus Statement**

- *All students taking courses with a face-to-face component are required to have completed Safe Return to Campus Training prior to visiting campus.* Training is available in Blackboard (<https://mymason.gmu.edu>). Students are required to follow the university's public health and safety precautions and procedures outlined on the university Safe Return to Campus webpage ([www2.gmu.edu/safe-return-plan](http://www2.gmu.edu/safe-return-plan)). Similarly, all students in face to face and hybrid courses must also complete the Mason COVID Health Check daily, seven days a week. The COVID Health Check system uses a color code system and students will receive either a Green, Yellow, or Red email response. Only students who receive a "green" notification are permitted to attend courses with a face-to-face component. If you suspect that you are sick or have been directed to self-isolate, please quarantine or get testing. Faculty are allowed to ask you to show them that you have received a Green email and are thereby permitted to be in class.

## **Campus Closure**

- If the campus closes or class is canceled due to weather or other concern, students should check Blackboard [or other instruction as appropriate] for updates on how to continue learning and information about any changes to events or assignments.

## **Basic Course Technology Requirements (Two options)**

- Activities and assignments in this course will regularly use the Blackboard learning system, available at <https://mymason.gmu.edu>. Students are required to have regular, reliable access to a computer with an updated operating system (recommended: Windows 10 or Mac OSX 10.13 or higher) and a stable broadband Internet connection (cable modem, DSL, satellite broadband, etc., with a consistent 1.5 Mbps [megabits per second] download speed or higher. You can check your speed settings using the speed test on this website.)
- Activities and assignments in this course may occasionally use web-conferencing software (Blackboard Collaborate / Zoom). In addition to the requirements above, students are required to have a device with a functional camera and microphone. In an emergency, students can connect through a telephone call, but video connection is the expected norm.

## **Course Materials and Student Privacy**

- Videorecordings — whether made by instructors or students — of class meetings that include audio, visual, or textual information from other students are private and must not be shared outside the class
- Live video conference meetings (e.g. Collaborate or Zoom) that include audio, textual, or visual information from other students must be viewed privately and not shared with others in your household or recorded and shared outside the class

## **Course Recordings**

- Some/All of our synchronous meetings in this class will be recorded to provide necessary information for students in this class. Recordings will be stored on Blackboard [or other secure site] and will only be accessible to students taking this course during this semester.

## **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>

## **Academic Integrity**

- The integrity of the University community is affected by the individual choices made by each of us. Mason has an Honor Code with clear guidelines regarding academic integrity. Three fundamental and rather simple principles to follow at all times are that: (1) all work submitted be your own; (2) when using the work or ideas of others, including fellow students, give full credit through accurate citations; and (3) if you are uncertain about the ground rules on a particular assignment, ask for clarification. No grade is important enough to justify academic misconduct. Plagiarism means using the exact words, opinions, or factual information from another person without giving the person credit. Writers give credit through accepted documentation styles, such as parenthetical citation, footnotes, or endnotes. Paraphrased material must also be cited, using the appropriate format for this class. A simple listing of books or articles is not sufficient. Plagiarism is the equivalent of intellectual robbery and cannot be tolerated in the academic setting. If you have any doubts about what constitutes plagiarism, please see me.
- Mason is an Honor Code university; please see the Office for Academic Integrity for a full description of the code and the honor committee process. The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else's work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.
- Some kinds of participation in online study sites violate the Mason Honor code: these include accessing exam or quiz questions for this class; accessing exam, quiz, or assignment answers for this class; uploading of any of the instructor's materials or exams; and uploading any of your own answers or finished work. Always consult your syllabus and your professor before using these sites.

## **Disability Accommodations**

- Disability Services at George Mason University is committed to providing equitable access to learning opportunities for all students by upholding the laws that ensure equal treatment of people with disabilities. If you are seeking accommodations for this class, please first visit <http://ds.gmu.edu/> for detailed information about the Disability Services registration process. Then please discuss your approved accommodations with me. Disability Services is located in Student Union Building I (SUB I), Suite 2500. Email: [ods@gmu.edu](mailto:ods@gmu.edu) | Phone: (703) 993-2474

## **Diversity and Inclusion**

- The College of Education and Human Development seeks to create a learning environment that fosters respect for people across identities. We welcome and value individuals and their differences, including gender expression and identity, race, economic status, sex, sexuality,

ethnicity, national origin, first language, religion, age and ability. We encourage all members of the learning environment to engage with the material personally, but to also be open to exploring and learning from experiences different than their own.

### **Sexual Harassment, Sexual Misconduct, and Interpersonal Violence**

- George Mason University is committed to providing a learning, living and working environment that is free from discrimination and a campus that is free of sexual misconduct and other acts of interpersonal violence in order to promote community well-being and student success. We encourage students and employees who believe that they have been sexually harassed, sexually assaulted or subjected to sexual or interpersonal misconduct to seek assistance and support. [University Policy 1202: Sexual Harassment and Misconduct](#) speaks to the specifics of Mason’s process, the resources, and the options available to students and employees.
- Notice of mandatory reporting of sexual or interpersonal misconduct: As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, interpersonal violence, stalking, sexual exploitation, complicity, and retaliation to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

### **GMU Policies and Procedures**

- [College of Education and Human Development Policies & Procedures](#)
- Students must adhere to the guidelines of the [Mason Honor Code](#)
- Students must follow the university policy for [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.
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

### **Campus Resources and Other Helpful Links**

- [Blackboard questions or concerns](#)
- [Student support resources](#) on campus
- [College of Education and Human Development](#)