WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
COURSE SYLLABUS

FACULTY MEMBER:
TERM:
COURSE TITLE: Financing Sport Operations
COURSE NUMBER: SPM 408
OFFICE HOURS/METHOD OF CONTACT:
Technical Requirements that may be required to utilize technology in this course:

- A headset or microphone.
- A webcam.

RATIONALE:
Many people think economics of sport just has to do with players’ salaries and sponsorships, but the world of sport economics is much larger. Today, even at the high school and especially at the University level, administrators are being asked not only to manage a sports program, but operate multi-million dollar budgets. A majority of athletic directors now have MBA degrees in order to compete in this ever-changing job market. Through this course, students will understand the budget process, discuss ways to generate income for a sports organization, appreciate how the private and public sector work differently in terms of economic forecasting, and discuss ways funding is secured for building new sport facilities.

COURSE DESCRIPTION:
This course discusses the financial concepts and theories and their application in the professional, intercollegiate, and commercial sport industries. Specific topics include: revenues and expenses of professional, intercollegiate, and private sport industries, budgeting, the economic impact of the sports industry, and fund-raising.

MAJOR INSTRUCTIONAL GOALS:
GOAL A:
Develop and understanding and knowledge of the budget process.

Learning Outcomes: The student will:
A-1 Understand the different types of budgets that are used within the world of sports finance as well as understand the difference between an operational and capital budget.

A-2 Understand how a fiscal year works in the budget process and how organizations go about developing and getting final approval for their respective budgets.

A-3 Learn how to read a general operating budget.

A-4 Define factors that are considered when developing an operational budget.

GOAL B:
Identify the different forms of financing sports operations.

Learning Outcomes: The student will:

B-1 Understand how capital is raised by bonds and through taxes to fund sport operations.

B-2 Identify why cities want professional sport teams in their respective cities from a financial perspective.

B-3 Understand how politics will impact financing sport facilities.

B-4 Identify the difference between the private and public sector when financing sport programs and facilities.

GOAL C:
Understand how sports sponsorships have a major economic impact in sports operations.

Learning Outcomes: The student will:

C-1 Identify how sports marketing became so prevalent in the sports world.
C-2 Understand how Unrelated Business Income Tax has an impact on sports sponsorships.

C-3 Know why outsourcing your marketing department and sponsorship packages are becoming more popular in sports.

C-4 Learn what businesses are looking for in exchange for sports sponsorships.

C-5 Learn what sports organizations are looking for from businesses other than financial sport.

**GOAL D:**

Explain the different financial market structures.

**Learning Outcomes:** The student will:

- D-1 Know the difference of the four major market structures.
- D-2 Understand how cartels have an impact in the sports world.
- D-3 Learn how anti-trust laws have impacted the sports world.
- D-4 Identify the different ways sports finance is regulated.

**GOAL E:**

Explain the basics of supply and demand

**Learning Outcomes:** The student will:

- E-1 Understand what factors influence supply and demand.
- E-2 Identify the determinants of supply and demand.
- E-3 Know the elasticity of supply and demand.
- E-4 Understand the forecasting process of supply and demand.
PROGRAM COMPETENCIES:

1. Apply ethical standards as required by sports management professionals.
2. Evaluate differences between sports management, sports marketing, and sports finance within the firm.
3. Differentiate between the legal system and sports compliance and its impacts the areas of amateur and professional sports.
4. Demonstrate an understanding of the use of strategic planning, marketing, facilities management, and sports analytics in college, professional, and recreational sports.

WILMINGTON UNIVERSITY GRADUATION COMPETENCIES:

Disciplined Inquiry

- Employ scientific, quantitative and/or qualitative reasoning and other critical thinking strategies to analyze consequences and outcomes and to be able to recommend alternative solutions.

Ethics

- Demonstrate knowledge and application of prescribed ethical codes and behaviors promoted by the student’s chosen profession.

METHODOLOGY:

A. Teaching Methods:
B. Evaluation Procedures:
C. Major Assignments used for Outcomes Assessments:

COURSE SCHEDULE AND CHECKLIST: