



SUL ROSS
KINESIOLOGY DEPARTMENT

KINE 5323
Sport Finance and Sales
Summer 2025

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Class Information

Class Type: Asynchronous Web Course
Textbook: Sport Finance, 4th Edition by Fried, DeSchraver, & Mondello
Publisher: Human Kinetics
ISBN: 9781492559733

Course Description

This course introduces key financial concepts in sport management, including budgeting, financial planning, fundraising, and revenue generation strategies. Students will explore techniques for managing sport operations, analyzing financial statements, and making informed decisions related to funding proposals, stadium projects, and bond referendums. The course also covers various revenue streams and modern sales tactics used in the sport industry.

Student Expectations

Students are expected to complete all assigned readings and actively engage in online discussions. Handouts and additional materials provided via Blackboard should be organized for easy reference. Participation in all online discussions and assignments is required.

Student Learning Outcomes

Upon completion of this course, students will:

1. Understand the foundational concepts of finance in sport management.
2. Learn to analyze and manage revenue and expenses across various sport organizations.
3. Develop and track budgets, ensuring compliance with financial regulations.
4. Evaluate the financial needs of a sport organization.
5. Analyze financial statements to inform decision-making in sport management.

Program Learning Outcomes & Marketable Skills

Content Knowledge: Students will demonstrate an understanding of fiscal management principles in sport administration.

Critical Thinking/Problem Solving: Students will apply sound reasoning to tackle fiscal challenges in sport organizations.

Communication: Students will communicate financial insights effectively in both written and oral forms, suitable for diverse audiences.

Methods of Evaluation (See next page 'Course Requirements' for more details)

Outcome Measure	Points per unit	Available Points	Percentage of Grade
<i>Student Agreement & Welcome Discussion</i>	NA	NA	<i>Required to open all course content</i>
Discussions From Chapters (4)	50	200	20%
Textbook Quizzes (3)	50	150	15%
Journals (3)	50	150	15%
Assignments / Case Studies (4)	100	400	40%
Final Project (1)	100	100	10%
Total/Final Grade*	--	1000	100%

*Letter Grading as per SRSU policy will be used in this course.

Note: Satisfactory progress in the Sports Admin program means a cumulative GPA of 3.0 in all core classes (e.g. everything leading up to the final practicum course). In most cases, this means a 'B' or better in each class is considered satisfactory progress.

Late Work Policy

All coursework must be submitted by the due dates listed in Blackboard or associated third-party platforms (e.g., McGraw Hill Connect).

Late work will incur a 5% deduction per day, with a maximum of 30% deduction.

If an assignment is not submitted within 7 days of the due date, students must contact the professor for possible grading consideration.

All course requirements must be submitted by the final week of the course (Friday at 11:59 pm).

TENTATIVE COURSE CALENDAR

Week	Textbook Chapters	Assessments
GETTING STARTED May 28	-Review Blackboard: “Getting Started”	-Submit Welcome Discussion <i>-Students must complete Student Agreement & Welcome Discussion to Open the rest of the course content!</i>
Week 1: May 28 to June 4	Part 1: Chapters 1-4	Discussion 1 / Assignment #1 Q1 – Journal 1 Due June 4, 2025
Week 2: June 4-11	Part 2: Chapters 5-6	Discussion 2 / Assignment 2 Q2 / Journal 2 Due June 11, 2025
Week 3: June 12-18	Part 3: Chapters 7-8-9-10	Discussion 3 Case Study – Part IV & Journal Due June 18, 2025
Week 4: June 19-25	Part 4: Chapters 11-12-13-14	Discussion 4 / Quiz 3 Case Study – Part V Due June 25 2025
Week 5: June 26 – July 2	<i>Recommend review all previous work and final assignment</i>	Final Project Due July 1, 2025

****Recommend copy/save all discussions from yourself and others, and all submitted work so you can have this material for your COMP exam at the end of the program.*

University Policies

Accidents & Injuries: The Kinesiology Department is not responsible for any injuries during field experiences. Students must report any injuries immediately.

Distance Education: Equal access to academic support and resources is available for all distance education students.

Academic Integrity: All students are expected to adhere to academic honesty and ethical standards in their coursework.

Classroom Climate of Respect: This course fosters an environment of open discussion and respect for differing viewpoints.

Disability Services: Students needing accommodations should contact the Accessibility Services Coordinator, Mary Schwartze Grisham at 432-837-8203 or mschwartz@sulross.edu.