



KES 5323 – Sport Finance and Sales – Fall 2026

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*****Please include you're A# and KINE 5323 in subject of ALL emails)**

Office Hours: By Virtual APPT – email to schedule

Class Meeting: None / Asynchronous – Online Anytime - Web Course

Required Text:

Title: Sport Finance - 4th Edition

Author: Fried, DeSchraver, &

Mondello Publisher: Human

Kinetics

ISBN: **9781492559733**

OR

Title: Sport Management Collection or 'Sport Finance by Fried'

Author: Human Kinetics

Publisher: Human Kinetics

ISBN: **9781718207226**

For this course you will ONLY need access to the 'Sport Finance' text BUT you may already have or want to purchase the Sport Management Collection provided from Human Kinetics.

STUDENTS IN THE MS IN SPORTS ADMINISTRATION PROGRAM AT SRSU MAY BUY THE SPORT MANAGEMENT COLLECTION once and gain access to relevant texts for the program.

COURSE DESCRIPTION

Students learn financial concepts including financial planning and management, budgeting, the fundraising cycle, and explore the use of different strategies and techniques to maintain or expand sports operations, stadium/facility proposals, budgets, and bond referendums. In addition, a variety of revenue streams are discussed in detail. Students are exposed to a variety of different sales strategies and tactics that can be applied to the sport industry and are also exposed to the latest research and professional trends in the field.

EXPECTATION OF STUDENTS

Students are responsible for keeping up with the reading and are expected to read the assigned chapters and/or other posted readings prior to class to contribute to online discussion. Handouts distributed through Blackboard should be kept in a notebook to be referred to as necessary.

STUDENT LEARNING OUTCOMES

- A. The student will gain a basic overview of the finance field and how it applies to sport management
- B. The student will understand revenue and expenses across a wide variety of sport organizations
- C. The student will learn to develop and track a budget and determine compliance
- D. The student will analyze the cash needs of a sports organization
- E. The student will examine financial statements and how sport organizations make decisions that take into consideration various financial issues

PROGRAM LEARNING OUTCOMES & MARKETABLE SKILLS – Sports Admin

This course is aligned with the following program learning outcomes & marketable skills:

Content Knowledge: Students in the Sports Admin program will demonstrate content knowledge in fiscal management necessary for successful performance in their field.

Critical Thinking/Problem Solving: Exercise sound reasoning to analyze issues, make decisions, and overcome problems in fiscal management.

Communications: Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; can express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

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>
Journals (4)	15	60	6%
Textbook Quizzes (3)	50	150	15%
Discussions From Chapters (4)	60	240	24%
Assignments / Case Studies (4)	100	400	40%
Final Project (1); rough draft (50) and final (100)	-	150	15%
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.

TENTATIVE COURSE CALENDAR

Unit	Textbook Chapters	Assessments
GETTING STARTED Unit 1 – Week 1	-Review Blackboard: “Getting Started” Folder -Immediately start reading and preparing for Part 1 in Text	-Submit Welcome Discussion -Students must complete Student Agreement & Welcome Discussion to Open the rest of the course content! - Discussion #1 / Quiz 1: Chapters 1-4
Unit 1 – Week 2	-Finish reading Part 1: Chapters 1-4	- Assignment #1 / Journal #1
Unit 2 – Week 1	Review case study Start Part 2: Chapters 5-8	- Discussion #2 / Quiz 2: Chapters 5-8
Unit 2 – Week 2	<i>Review case study</i>	- Assignment #2 / Journal #2
Unit 3 – Week 1	Part 3: Chapters 9-10 Review Cases	- Discussion #3 / Quiz 3: Chapters 9-14
Unit 3 – Week 2	Begin Part 4: Chapters 11-12-13-14 Review Cases	- Assignment #3 / Journal #3 -Rough Draft of Final Project
Unit 4 – Week 1	<i>Finish remaining chapters</i>	- Discussion #4 / Assignment #4 / Journal #4
Unit 4 – Week 2	COMPLETE FINAL PROJECT	Final Project

****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.*

EXPECTATION OF STUDENTS

Students are responsible for keeping up with the reading and are expected to read the assigned chapters and/or other posted readings prior to class to contribute to online discussion.

Handouts distributed through Blackboard should be kept in a notebook in order to be referred to as necessary.

LATE WORK POLICY

All coursework must be submitted by the provided due dates in Blackboard or connected third-party application (e.g. McHill Connect - if applicable). To promote an actively engaged learning environment the following late points will apply to all late work: A 5% deduction per day late; up to 30% maximum deduction. If you have not turned in an assignment within 7 days of the due date, you must email the professor to ask for grading consideration.

ALL COURSE REQUIREMENTS DEADLINE

Due to the time requirement for grading purposes, all course requirements must be submitted/completed by the 'Course Requirements Deadline' of Friday in the final week of class at 11:59pm CST to be counted for credit towards the final letter grade in this course. There will be no exceptions to this policy. Late deductions will apply as per above policy.

LEARNER SUPPORT

SRSU GRADUATE CENTER

The Graduate Student Center, located in BAB 104, provides resources and services for all SRSU graduate students. There is a computer lab with desktop computers and a networked printer/copier/scanner; laptop computers which can be checked out; a projector and screen for rehearsing student presentations; and a conference room for group study. Both Alpine and distance education students can receive writing and other assistance by calling 432-837-8524.

BLACKBOARD

Our new 24/7 Blackboard online support desk and toll free hotline are set to debut next Monday, May 18th, the Blackboard online support desk toll free number will go live and will be made available to SRSU faculty and students to begin using immediately for any Blackboard technical support issues. SRSU 24/7 Blackboard Technical Support Online Support Desk Contact Info: Toll Free: 888.837.6055 Email: blackboardsupport@sulross.edu

MCGRAW HILL CONNECT If you have any technical issues or questions, please contact McGraw-Hill's Customer Experience Group at 1-800-331-5094.

UNIVERSITY POLICIES

Required Statement Regarding Generative Artificial Intelligence (AI)

The University does not recommend or endorse any specific AI tools or resources. Students should be aware that many generative AI tools (e.g., ChatGPT, Google Gemini, Microsoft Copilot) store user input and may use this data to train future models. For this reason, students should never upload or share personal, confidential, or identifiable information—such as names, ID numbers, health data, or assignment submissions containing such details—into any generative AI platform. When using AI tools, students should verify whether the tool complies with student privacy standards as indicated by the University. Faculty may recommend specific tools that better align with institutional data privacy policies, but ultimate responsibility for data protection rests with users. Students are encouraged to use faculty-recommended platforms when engaging in coursework involving generative AI. The University is not liable for any adverse experience or impact when students interact with these tools.

Academic Integrity

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources ***unless permission is expressly given*** for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires a secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

SRSU Library Info

The Bryan Wildenthal Memorial Library in Alpine. Offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

ADA Statement

SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the

Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. To help protect confidentiality, students seeking accessibility/accommodation(s) services must submit the **Accommodation Request Form** located on our **website**. Students are welcome to call the Office of Accessibility Services at 432-837-8203 or stop by Ferguson Hall Room 112 if they have any additional questions regarding the process. Our mailing address is PO Box C-122; Alpine, TX; 79832.

Classroom Climate of Respect

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Counseling

Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/365 support by visiting [Timelycare/SRSU](https://www.timelycare.com/srsu). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

Libraries

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offer FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu/. Off-campus access requires logging in with your Lobold and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or by phone (432-837-8123). No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu.

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL), ScanIt, and Direct Mail to get materials delivered to you at home or via email.

Supportive Statement

I aim to create a learning environment for my students that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, and health concerns, or even unexpected life events may impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create a supportive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

Tutoring Center

The Lobo Den Tutoring Center offers FREE tutoring support to help you excel in your courses. Whether you need assistance in Writing, Math, Science, or other subjects, we're here to help!

Important Information:

Drop-in and Scheduled Appointments: Flexible options to fit your needs.

Hours of Operation: Monday–Friday, 8:00 AM – 5:00 PM.

Workshops: Attend our regularly hosted academic workshops on STEM topics and professional development, often in collaboration with specialized faculty.

Location: BWML Room 128.

Contact Us: For more information or to book an appointment, email tutoring@sulross.edu or call (432) 837-8726.

Looking for additional support?

Tutor.com offers FREE 24/7 online tutoring in over 200 subjects, including specialized support for ESL and ELL learners with native Spanish-speaking tutors.

Access Tutor.com via Blackboard: Log in to your Blackboard account to get started anytime, anywhere.

Take advantage of these valuable resources to boost your confidence and performance in your classes. We look forward to helping you succeed!