PHED 4209: Sport Finance

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course will provide the student an understanding of theories and concepts used in financial resource management for the operation of programs in both public and private sectors of sport. Topics include ethical concerns, decision making, principles of budgeting, budget development, financial statements, spreadsheet utilization, and sources of revenue for financing sport. Prerequisites: ACCT 2101 or consent of instructor.

B. COURSE EFFECTIVE DATES: 08/02/2011 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Sport finance trends and challenges
2. Financial challenges facing high school sports
3. Financial challenges facing college sports
4. Financial challenges facing professional sports
5. Challenges facing public sector funding
6. Challenges facing private sector funding
7. Public - private sector partnerships
8. Trends in sport facility financing
9. Revenue sources from sport venues
10. Ticket sales and operations
11. Commercialization of media rights
12. Licensed merchandise
13. Acquiring sponsorships
14. Acquiring donations

D. LEARNING OUTCOMES (General)

1. debate sport finance issues and recommend solutions.
2. analyze articles related to sport finance and provide a reflective summary.
3. critique videos related to sport finance; high school, college, pro team, etc.
4. develop profit centers for a sport organization of choice.
5. conduct sport research related to sport finance. [Graduate Component]

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None
F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted