

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	RIASA
Programme:	BA International Sports Management
FHEQ Level:	6
Course Title:	Sport Finance
Course Code:	SPRT 6102
Total Hours:	160 (Standard 4- credit BA Course)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credits:	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

This course examines the importance of finance within professional sports. It grounds students in the 'real world' of financial management in sport, illustrating how to apply financial concepts and appreciate the importance of finance in sound sport management and operations.

Prerequisites:

SPRT 4103 Sport Economics AND 70 credits

Aims and Objectives:

Aim: The aim of this course is to equip students with the necessary skills and knowledge to effectively examine financial information across a variety of different sports industry settings.

Objectives:

- To develop a full understanding of the fundamental principles of sport finance.
- To be able to apply the techniques of financial analysis to decision-making in sports.
- To understand the financial pressures to which sports are subject, and how sport organizations can respond to changes in operational circumstances.

Programme Outcomes:

A6(II), B6(III), C6(II), D6(I)

A detailed list of the programme outcomes is found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Course Learning Outcome	Programme Outcome
<p>Disciplinary Knowledge and Understanding Demonstrate in-depth understanding of the concepts of finance and their operational functions with a variety of different sport business environments.</p>	A6 (II)
<p>Disciplinary Applied Skills Use sport finance knowledge to critically examine both traditional and behavioural finance and evaluate the application and effectiveness of these concepts to the financial activities of various sport organizations.</p>	B6 (III)
<p>Communication Skills Locate and critically interpret a variety of sports finance sources and present their findings using effective written and oral communication to fulfil assessment criteria.</p>	C6 (II)
<p>Transferable Skills Apply the tools of financial analysis, including international finance, to evaluate decision-making practices of a variety of sport organizations.</p>	D6 (I)

Indicative Content:

- Basic financial concepts
- Financial issues in sport
- Principles of financial analysis
- Impact of time value of money on finances of athletes and sports organisations
- Financial management of sports organisations
- Budgeting for sports organisations
- Analysing capital expenditures of sports organisations
- Important concepts in international sport finance
- The future of professional sports
- Financial Troubleshooting

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Block, S.B., Hirt, G.A. and Danielsen, B.R. (2022) *Foundations of Financial Management*. 18th edn. New York: McGraw Hill.

Brown, M., Rascher, D., Nagel, M. and McEvoy, C. (2021) *Financial Management in the Sport Industry*. 3rd edn. New York: Routledge.

Fried., G., DeSchrive, T. D. and Mondello, M. (2025) *Sport Finance*. 5th edn. Human Kinetics.

Zutter, C.J. and Smart, S.B. (2021) *Principles of Managerial Finance*. 16th edn. Harlow: Pearson.

Journals

European Sport Management Quarterly.

International Journal of Sport Finance.

Journal of Applied Sport Management.

Journal of Sports Analytics.

Journal of Sports Economics.

Journal of Sport Management.

Sport Management Review

Websites

Deloitte Sports Business Group. Specializes in financial advisory services for the sports sector, offering reports on revenue generation, governance, and market analysis. Available at: <https://www.deloitte.com> (Accessed: November 2024).

KPMG Sports Advisory Practice. Provides advisory services related to sports finance, valuation, and governance, with a focus on European sports and global sporting events. Available at: <https://kpmg.com/us/en/industries/sports.html> (Accessed: November 2024).

SportBusiness. Available at: <https://www.sportbusiness.com/> (Accessed: November 2024).

Sports Business Journal (SBJ). Available at: <https://www.sportsbusinessjournal.com/> (Accessed: November 2024).

Sloane Sports Analytics Conference (SSAC). Available at: <https://www.sloansportsconference.com/> (Accessed: November 2024).

North American Society for Sport Management (NASSM). Available at: <https://www.nassm.org/> (Accessed: November 2024).

European Association for Sport Management (EASM). Available at: <https://www.easm.net/> (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition	Dec 2024	