

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	Business and Economics
<b>Programme:</b>	BA International Sports Management
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Sport Finance
<b>Course Code:</b>	SPT 6225
<b>Course Leader:</b>	TBC
<b>Student Engagement Hours:</b>	<b>120</b>
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning :	75
<b>Semester:</b>	Spring
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 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, and distinguishes the skills and principles of finance from those of economics

**Prerequisites:** FNN 5200

### **Aims and Objectives:**

1. To develop a full understanding of the fundamental principles of sport finance
2. To be able to apply the techniques of financial analysis to decision-making in sports

3. To understand the financial pressures to which sports are subject, and how they might respond to changes in circumstances

### **Programme Outcomes**

A1, A2, A3, A4, A5, A6,  
B1  
C2  
D2, D3

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:  
<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

### **Learning Outcomes:**

By the end of this course, successful students should be able to:

- 1. Show a detailed understanding of the language and jargon of finance in a sports context**

**Relevant Threshold Criteria (to get a C):** to be able to use the language of finance as related to sports with clarity in a comprehensive and coherent manner.

- 2. Apply the tools of financial analysis, including international finance, to making decisions concerning sports and sporting events**

**Relevant Threshold Criteria (to get a C):** to be able to explain the characteristics of a 'good' investment in the context of sports, including the impact of exchange rates and the sources of funding.

- 3. Demonstrate an understanding of both "traditional" and behavioural finance, and how they can be applied to sports**

**Relevant Threshold Criteria (to get a C):** to show an understanding of some of the shortcomings of "traditional" portfolio theory (Markowitz and CAPM) and the challenge of behavioural finance. Includes basic understanding of the diverse nature of behavioural finance and its application of psychology to financial economics.

### **Indicative Content:**

1. A brief history of professional sport (from evolution to post-commercialisation)
2. Basic Financial Concepts
3. Financial Issues in Sport
4. Financial Systems and How They Operate

5. In-Class Assignment (10% weighting)
6. Principles of Financial Analysis
7. Financial Management and Governance
8. Financial Troubleshooting
9. The Future of Professional Sports: Q. Is professional sport recession proof?

**Assessment:**

This course conforms to the Richmond University Standard

**Teaching Methodology:**

The course is taught primarily via a series of interactive lectures, based on a rigorous set of readings to be discussed in each session. Students will be expected to participate fully in discussions, both in-class and online. Whenever possible, readings will be available online via Powercampus. Additionally, students will regularly receive various e-newsletters via e-mail. The nature of the course means that students will be required to participate regularly during in-class calculations, requiring the use of a decent financial calculator.

Powercampus will be used to upload lecture notes and other essential course-related information.

**Bibliography:**

See syllabus for complete reading list

**IndicativeText(s):**

Brown, M.T., Rascher, D.A., Nagel, M.S., and McEvoy, C.D. (2010). *Financial management in the sport industry*. Holcomb Hathaway Publishers, Inc.

Fried., G., Shapiro S. and DeSchrive , T. (2008) Sport Finance-2nd Edition. Human Kinetics. ISBN-13: 9780736067706

Houlihan, B. (2007), *Sport and Society*, second edition. SAGE. **ISBN-10:** 1412921368 / **ISBN-13:** 978-1412921367

Cohen, I.K. (2005) *Focus on Financial Management*, Imperial College Press. ISBN-10: 1860944795 / ISBN-13: 978-1860944796

**Journals**

- International Journal of Sport Finance
- The Sports Economist
- Sport Law
- SportBiz
- The Wages of Wins
- Maverick
- Freakonomics

