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Lecturer
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Maguire Hall Room 415
1 E. Pearson, Chicago, IL 60611
Office Hours: MWF 8:30 – 10:00 am and by appointment

SPRT 335, Section 101, Fundamentals of Sports Finance, Fall 2014
MWF 12:35-1:25 pm, Corboy Room 301

Catalog Description
Prerequisite: Junior standing, minimum grade of C- in SPRT 130. This course develops an understanding of the financial impact sports and sport activities such as licensing, media rights, ticket sales and stadium construction impact the business of sport.

Course Overview
To examine the principles of finance as it applies to sports and the sport industry. Students will gain a financial overview of collegiate, professional and youth sports. In addition, various structures of capital financing regarding stadium construction will be studied.

Course Objectives and Learning Outcomes
- Critically analyze the financial challenges of youth, college and professional sports.
- Understand financing from public and private sources for stadium construction.
- Analyze and evaluate impact of media rights, ticket sales, and licensed merchandise as it relates to the financing of sport.

Required Materials

Additional Recommended Reading:
The Sports Economist (TSE) -- thesportseconomist.com
Course Requirements and Grading Criteria

Lectures and Class Discussions: Each week PowerPoints will be posted on Sakai, however these are only an outline of what is discussed in class. PowerPoints are a courtesy and are to be used as a helpful guide in following along in the discussion.

It is the student’s responsibility to fill in these guides with relevant information taken from lectures and the book. Any missed work is the student’s responsibility. Lectures will take about half of the class period and the remaining time will be used for projects that reinforce material recently covered.

Participation: This grade is determined by being involved in class and attendance. This includes contributing engaging conversation, submitting interesting articles/photos related to the subject matter, completing exercises in class, and overall being an active member of the class. This does not mean merely coming to class and sitting quietly. Students must regularly raise their hand in class, participate in class activities, and be engaged in the course.

Tests: Two tests will be given throughout the semester. Each test will have a review session prior to the test date, time permitting. Tests will consist of any of the following type of questions: multiple choice, true and false, and short answer. Students will have the entire class period to take the test. Any student with a verified disability will be given additional time and will need to arrange it prior to test date with professor.

Tests may include lectures, discussion, activities completed in class, movies shown in class, guest speakers, field trips, etc.

Homework: Two homework assignments will be completed during the semester to reinforce the course topics and help fellow colleagues stay abreast of financial and economic news related to sport.

- Assignment #1 – Current Events
  Students are responsible for identifying and discussing a current financial issue related to sport. Each person should summarize the article to the class, identify key article themes in a 2 page paper and lead a short 5-10 minute discussion in class. Articles should not duplicate one another exactly, so please keep a track of what has already been reported in class. Students can present on the same subject, but must have an update or different angle. Due: Ongoing

- Assignment #2 – World Series Presentations
  Two students will work together to analyze the economic impact to the cities hosting the World Series. Include every relevant fact. Some ideas include media coverage, viewership, media rights, sponsorship, visitors, ticket sales, licensing, etc. Written and oral presentation required. Presentations will be 10-15 minutes in length. Due: Wed, Oct. 22nd

Sponsorship Project: Students will work in groups of 2-3 people to create a hypothetical sponsorship proposal. Teams become the organization and are soliciting sponsorship support for a specific event or program. The event/program can be real or created by teams. Project includes a paper and written and oral presentation. Teams will have 15-20 minutes for presentations and students will act as corporations looking for a sponsorship. Due: November 24th

Extra Credit: This is rarely given, so do not count on having it offered in class. However, if it is offered, it will be available for all students to take advantage of (vs. select individuals).
**Grading:** Students will earn an individual grade for Participation, Current Events and Tests. Students will earn a “group” grade (the same grade as their team members) for World Series Presentations and Sponsorship Project.

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**Quinlan School of Business Policies:**

**Attendance**

Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students.

Students “may” be excused for funerals with advanced notice and sickness with a doctor’s note. Any excused absence is at the professor’s discretion. Notification to professor prior to class is required. The student is responsible for any assignments, notes or requirements missed during an absence.

**Late Policy**

All assignments are due at the start of the class time on the due date, unless otherwise specified on the course schedule. Assignments that are submitted up to 24 hours late will accrue a 10 point deduction of the possible points for the assignment; assignments that are submitted more than 24 hours late will not be accepted. Please make sure your name is on the assignment. Since Outlook is not a reliable method for submitting assignments, I will not accept assignments via e-mail.

**Make-Up Examinations**

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believe examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **Make-up examinations are discouraged.**

Exceptions may be granted only by Professor Gramata or the department chair, and only for unavoidable circumstances (illness verified by a signed physician’s note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean. If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. Limited assistance in proctoring make-up exams may be available through a designated Quinlan administrative assistant.

For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus

**Academic Integrity**

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood…Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of “F” for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.
For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

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<th>Course Grade Breakdown</th>
<th>Course Grading Scale</th>
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<tbody>
<tr>
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<tr>
<td>Current Event = 10%</td>
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<td>World Series Presentation = 15%</td>
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<tr>
<td>Sponsorship Project = 20%</td>
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<td>Tests (2) = 20%</td>
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<td>A</td>
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<td>F</td>
<td>59 and below</td>
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# Week by Week Course Outline

| Week 1 | Aug. 25 | Review Syllabus  
|        |        | Introduction – The Years Throughout Sport  
|        |        | Chapter 1 |
| Week 2 | Sept. 1 | **No Class Mon – Labor Day**  
|        |        | Chapter 1 – Operating in the New Economic Reality  
|        |        | Chapter 2 – Challenges Facing College Sports  
| Week 3 | Sept. 8 | Chapter 2 – Challenges Facing College Sports  
|        |        | Chapter 3 – Challenges Facing Professional Sports  
| Week 4 | Sept. 15 | Chapter 3 – Challenges Facing Professional Sports  
|        |        | Chapter 4 – Trends in Sport Facility Financing  
| Week 5 | Sept. 22 | Chapter 4 – Trends in Sport Facility Financing  
|        |        | Chapter 5 – Principles of Economic Impact  
| Week 6 | Sept. 29 | Chapter 5 – Principles of Economic Impact  
|        |        | Chapters 7/8 – Alternate Justifications for Public Subsidy  
| Week 7 | Oct. 6 | **No Class Mon – Mid-Semester Break**  
|        |        | Chapters 7/8 – Alternate Justifications for Public Subsidy  
| Week 8 | Oct. 13 | Test Review  
|        |        | Test #1  
|        |        | Chapter 9 – Sources of Public Sector Funding  
| Week 9 | Oct. 20 | Chapter 10 – Implementations of Public-Private Partnerships  
|        |        | **World Series Presentations** (Wed & Fri)  
| Week 10 | Oct. 27 | World Series Presentations  
| Week 11 | Nov. 3 | Chapter 11 – Revenue Sources From Sports Venues  
|        |        | Chapter 12 – Ticket Sales and Operation  
| Week 12 | Nov. 10 | Chapter 12 – Ticket Sales and Operation  
|        |        | Chapter 13 – Commercializing Media Rights  
| Week 13 | Nov. 17 | Chapter 13 – Commercializing Media Rights  
|        |        | Chapter 14 – The Sale of Licensed Merchandise  
|         |        | Test Review (time permitting)  
| Week 14 | Nov. 24 | Sponsorship Projects/Presentations  
|         |        | **No Class Wed or Fri**  
| Week 15 | Dec. 1 | Sponsorship Projects/Presentations  
| Finals Week | | Test #2  
|         | | Test #2 Ch: 9-14  
|         | | Fri, December 12 @ 9:00 am |

**Any Special Requests, Circumstances, or Instructor Policies**

- Any work done for any previous class (SPRT or non SPRT) cannot be used for this course.
- Please turn off and do not use cell phones or other wireless devices, including laptop computers, in class.
- Refer to the course Sakai site for notes, slides, and other class-related handouts/resources.
- I will return e-mails and phone calls in a timely manner and expect the same from students.
- Please leave a message as I do not return “missed calls.”
- Always be respectful of student differences, various ideas and backgrounds.

**Please note:** This class may occasionally deviate from the course outline above. The instructor reserves the right to make changes as needed to the course syllabus.