

**Course information**

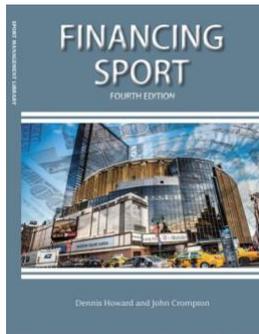
Course code: SADL 5050  
 Credits: 3  
 Location: PIGT 106  
 Class times: Wed. 6:00 – 9:00 PM  
 First session: September 26, 2018  
 Last session: December 12, 2018

**Instructor information**

Instructor: Dr. Brian P. McCullough, Ph.D.  
 Phone: (206) 220-8261  
 Email: [mccullobb@seattleu.edu](mailto:mccullobb@seattleu.edu)  
 Office: PIGT 423  
 Office hours: Wednesday 3:00 – 5:00 PM  
 or by appointment

If you email me, you can expect a response within 24 hours. However, situations arise, just as in life, that may delay my response or emails may be lost, overlooked, or simply missed. If this is the case and you do not receive a response from your initial email, please email me again with your inquiry or comment.

**Course Materials**



There is one required product for the class.

Howard, D. R. & Crompton, J. L. (2014). *Financing Sport* (4<sup>th</sup> ed.). FIT Publishing: West Virginia. ISBN 978-1-940067-23-0

Additional readings will be posted on Canvas.

**Scope of the Course:** Howard and Crompton (2018) claim “the golden era of unparalleled growth and optimism that characterized the ‘90s and most of the 2000s has given way to a future that is less certain. For the foreseeable future, successful managers will have to find ways to deal with a difficult economy. An economy characterized by persistently high unemployment, shrinking household income and conservative spending by most companies. Competition will be ferocious for the finite buying power and discretionary time of sport fans, who have more entertainment choices than ever before, both inside and outside of the home. At the same time, the cost of operating sports franchises and major college sports programs has skyrocketed over the past 10 to 15 years.” This course is intended to help future managers to effectively cope with the reality of plateauing revenues and rising costs, and provide comprehensive coverage of the many traditional and innovative revenue acquisition methods available to sport organizations. Along with conventional income sources such as tax support, municipal and corporate bonds, ticket sales, concessions and fund raising, students will receive in-depth exposure to more recent innovations related to licensing sport products, and corporate sponsorships.

**Course Objectives:** After successfully completing this course, students will be able to do the following:

Objective	Learning Outcome	Evaluative Tool
1. Calculate profits and losses for sport organizations; track and graph financial trends of revenues and expenses; analyze revenues after factoring in inflation costs to determine adjusted profits or losses; and determine, evaluate, and report causes for trends and anomalies in the above.	Content Knowledge, Discovery and Inquiry, Critical Thinking, Communication, Numeracy	Fulks Report Analysis, Exam, Facility Project
2. Analyze financial value of sport franchises; evaluate revenue categories to determine viability; and analyze and discuss impact of collective bargaining agreements on financial value of franchises.	Content Knowledge, Discovery and Inquiry, Critical Thinking, Communication, Numeracy	Professional Leagues Financial Standing Analysis, Exam, Facility Project
3. Detail key public sources of finance for sport organizations; structure financial requirements related to the sale of various forms of general obligation and revenue bonds for capitalizing major capital development projects.	Content Knowledge, Critical Thinking, Communication, Numeracy	Facility Funding Project, Exam
4. Effectively establish joint venture arrangements between public sector entities and private sector organizations for the joint development and/or operation of sport facilities.	Content Knowledge	Facility Funding Project, Exam

**Course Requirements and Assignments:**

1. Exams: There will be a comprehensive final exam, including material from both lecture and assigned readings. It will be all multiple-choice questions, calculations, open note, open book. (100 points).
2. Project: Students will be required to complete a Facility Funding Project (300 points).
3. Personal Budget Exercises (100 points)
  - a. Reflection #1, Proposed October Budget (30 points)
  - b. Reflection #2, Proposed November Budget (30 points)
  - c. Reflection #3, Proposed December Budget (40 points)
4. In class assignments: These assignments will be primarily done in class. (170 points total).
  - a. Assignment #1, Fulks Report (70 points).
  - b. Assignment #2, Professional Leagues (50 points).
  - c. Assignment #3, Bond Calculations (50 Points)

5. Quizzes: Quizzes may occur at any time and typically will be over material that you should have read for class. (100 points). OR:
6. Participation Points Based on number and quality of PowerPoint Slides presented.
7. Current Issues Presentations (30 points) – Summarize and synthesize an article of interest to you.
  - a. Present orally (less than 5 minutes) using PowerPoint (1 slide only). Hand in written synopsis as well.

**Course Expectations:** To do well in this class, you will probably need to spend at least 10 hours per week outside of class on the readings, preparing for the quizzes, and doing the assignments. Please plan accordingly. In addition:

1. You are expected to attend class. If you miss more than 6 hours of class your grade will drop accordingly.
1. You are expected to participate in class discussions.
2. Read assignments before the assigned class period.
3. Quizzes will be at the beginning of class over previous material out of the readings. Quizzes cannot be made up if you miss them or are late to class.
4. Late assignments are accepted with a penalty of 10% per day including non-class days.
5. Make up exams are not given.
6. If you have questions, please ask before the assignment is due. I can't read your mind very often.

## Academic Resources

Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>). This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab

SADL - 5050 | Fall 2018 | McCullough | Seattle University  
Academic Integrity Tutorial (found on Canvas and SU Online)

## Academic Policies on Registrar Website

Be sure that you understand the following university academic policies, posted on the Registrar's website found here: <https://www.seattleu.edu/redhawk-axis/academic-policies/>.

**Academic Integrity Policy.** Seattle University is committed to the values of academic honesty and integrity. Expectations and rules of academic honesty exist to protect the educational process, to maximize the learning experience for all students, and to help you practice the high level of integrity expected from academics and professionals in all fields of expertise. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Seattle University Academic Integrity Policy.

**Academic Grading Grievance Policy.** The ultimate responsibility for the integrity of the academic grading process belongs to the university as an institution. Individual faculty members routinely act as agents for the institution in evaluating the student's academic performance and in assigning final course grades. In the event of a student's challenge to a final course grade, the

burden of proof lies with a student who claims a grievance. The faculty member has an obligation to award course grades on the basis of standards set at the beginning of the course. The following process will guide the university's response to allegations that a faculty member acted arbitrarily and capriciously in assigning course grades. The procedure does not apply to mathematical errors in calculating the grade, academic dismissals from the university, or questions of professional judgment concerning course content, instructional methods, and appropriateness of performance standards.

**Notice for students concerning Disabilities.** If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in **Loyola 100, (206) 296-5740**. Disability-based adjustments to course expectations can be arranged only through this process.

**Office of Institutional Equity.** Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University's Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (**email:** [oiie@seattleu.edu](mailto:oiie@seattleu.edu); **phone:** 206.296.2824) University Resources and Policies.

**Attendance and Participation Expectations.** Students are expected to take advantage of all resources that are available through the Canvas course. Please notify Dr. McCullough (via phone or email) if you will not participate or unable to attend due to unforeseen circumstances. All missed work will be handled on a case-by-case basis. Should you have extenuating circumstances, please speak communicate with Dr. McCullough to discuss options. Being proactive and a high degree of personal responsibility are expected.

**Copyright Statement.** The materials used in this course are copyrighted. These materials include, but are not limited to, the book, syllabi, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets, instructor videos, and supplemental videos. Because these materials are copyrighted, you do not have the right to copy these materials, unless permission is expressly granted.

## Grading Procedures and Policies

### Grading Scale

A	100-94	Superior	B-	82-80	D+	69-67
A-	93-90		C+	79-77	D	66-63 Poor
B+	89-87		C	76-73 Adequate	D-	62-60
B	86-83	Good	C-	72-70	F	59 or less Failing

**Note:** As this is a **GRADUATE LEVEL** course, there is a presumption of correlative skills of expression (verbal and written) and analytical thought. Therefore, the student shall be evaluated against this expectation on all assignments and during class discussions.

**Formatting your Assignments.** Papers must be written in Times New Roman, 12 point with 1-inch margins all around. For this course, papers should be written in double spaced format. Use any headings as needed per APA format (6th edition) as you like to make your papers clearer.

**Bibliography and Citation Requirements.** All citations must follow the APA Publication Manual (6<sup>th</sup> edition), since it is the standard referencing system for this discipline. It may be different from other systems you have used, so follow the Manual's citation guidelines carefully. This is an opportunity to demonstrate your attention to detail.

**Assignment Deadlines and Extensions.** All written assignments are due on or before 11:59 PM PST on the due date listed on Canvas and course syllabus. Assignments will be submitted through Canvas. Rubrics are provided for each assignment.

An agreement to receive an 'Incomplete' (I) grade may be negotiated if your circumstances do not allow you to finish the course on time. The Incomplete Removal Policy of the university is available on the Office of the Registrar web site:  
<https://www.seattleu.edu/registrar/Policies.aspx>.