

**BALL STATE UNIVERSITY
SCHOOL OF KINESIOLOGY**

**SPTA 305
SPORT FINANCE**

**Spring 2026
Monday/Wednesday/Friday 9:00-9:50 am
HP 254**

INSTRUCTOR INFORMATION

INSTRUCTOR: Dr. Mike Dalgety
OFFICE: HP 320
OFFICE HOURS: By Appointment
PHONE NUMBER: (765) 285-5172
E-MAIL: mfdalgety@bsu.edu

SCHOOL OF KINESIOLOGY PROFESSIONAL MEDIA:

FACEBOOK: <https://www.facebook.com/BSUKINESIOLOGY>

X: <https://x.com/BSUKinesiology>

COURSE DESCRIPTION:

A basic knowledge of the principles, processes, and strategies related to the economic and financial aspects of sport organizations. Introduces various financial aspects used in the current sport institutions and organizations including public subsidization of sports facilities, economic impact analysis, public-private partnerships, sources of revenue for team operation, and related issues.

COURSE OBJECTIVES:

Upon completion of this course, students will be able to:

1. Discuss the current financial situation in the sport industry.
2. Explain basic financial terminology as related to sport and recreation.
3. Recognize the application of financial and economic principles in sport.
4. Develop an awareness of the economic challenges that confront sport administrators.
5. Understand and apply various models of budgeting to sport organizations.
6. Develop an awareness of labor issues at various levels of sport.
7. Explain how sport enterprises impact the economy of communities in which they operate.
8. Explain the sources of public funding and public-private partnerships for the operation of sport facilities.
9. Identify and explain traditional and new revenue sources of sport organizations.
10. Develop potential solutions for improving revenue sources and increasing revenue.

COURSE MATERIALS:

TEXTBOOK: Howard and Crompton (2018). *Financing Sport* (4th Ed.). Fitness Information Technology (ISBN: 978-1-940067-23-0)

CANVAS: Supplemental readings, announcements, course news, class notes, online discussion forums, assignments, exams, and the course syllabus can be found on Canvas via the SPTA 305 class link. Please keep your username and password confidential. If you need assistance logging into Canvas, please contact the HelpDesk at (765) 285-1517.

CLASSROOM ENVIRONMENT:

The in-class lesson format will typically include (but is not limited to) the following: class lectures, lecture-discussion, small group discussion, individual assignments, group assignments, presentations, in-class and written case studies, exams, and online discussions. Students are permitted to use laptops, tablets, and other mobile devices to follow lectures and/or take notes, but such devices should not be used for anything unrelated to the class. **The instructor reserves the right to change the policy regarding the use of electronic devices if they are abused for activities unrelated to the class.** Please keep cell phones in silent mode. If a student must take an emergency phone call during class, please step outside for the call. Blue tooth equipment, MP3 players, and headphones are not permitted in class.

STUDENT EXPECTATIONS:

Students are expected to attend class, arrive on time, and be fully prepared to engage while in class. Preparation involves completing all assigned readings, taking notes as applicable, asking questions of the instructor prior to class meetings, and preparing questions for the class to consider. Students are expected to be willing to discuss all readings in detail and take part in class activities to the fullest extent. It is expected that all students will support other members of our learning community by engaging in meaningful and respectful conversation, supporting intellectual discovery, and participating in the journey of shared learning. All communication in class, out of class, and online is to be civil, courteous, and constructive. Students are expected to uphold the highest standards of academic integrity and honesty.

ATTENDANCE POLICY:

Attendance will be recorded, and absences will be classified as excused or unexcused. Students with three or fewer unexcused absences will be eligible to earn the full allocation of Class Attendance/Participation points. Students with more than three unexcused absences will have Class Attendance/Participation excluded from the calculation of their final course grade. Absences will be excused according to the criteria below.

University sponsored activities (e.g., athletic participation, band, ROTC, etc.) will be considered excused absences. Students attending University sponsored activities should inform the instructor **before** they miss class (every absence) and remain responsible for all content covered during missed classes. If students do not inform the instructor prior to an absence related to a University sponsored activity, the instructor reserves the right to consider the absence unexcused. Students must also supply documentation to confirm their participation in the sponsored activity.

Unavoidable medical situations will be considered an excused absence. This includes any emergency situation or prolonged illness that occurs during class time. Students must provide documentation from the medical provider addressing the medical issue. The documentation must include the date and time of the medical visit(s). Without documentation, no matter the medical issue, the absence could be considered unexcused. A family emergency does not qualify as an excused absence unless it is an unexpected, unavoidable medical emergency to an immediate family member and is accompanied by documentation verifying the medical emergency and the need for the student to miss class due to the emergency.

Funeral and bereavement leave, as defined by the *Ball State Student's Bill of Rights and Responsibilities*, will be considered an excused absence. Please note: "A student may contact the Office of Student Rights and Community Standards to request that an informational notice (without verification) be sent to the student's instructor(s). The student will provide documentation to each instructor. Given proper documentation, the instructor will excuse the student from class and provide the opportunity to earn equivalent credit for assignments missed. If the student is not satisfied with the outcome, he or she may appeal as outlined in the Ball State University's Procedure for Student Bereavement Appeals."

GRADING:

The following grading scale will be used:

93-100	A	73-76	C
90-92	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
77-79	C+	59 or lower	F

Standard mathematical rounding to the nearest percent will be made (e.g., 82.4% will round to 82% [B-], and 82.5% will round to 83% [B])
--

ASSIGNMENTS:

Late exams and presentations will not be accepted. No extensions or other accommodations will be allowed unless a documented emergency or extenuating circumstance arises that prevents a student from completing an exam or presentation as scheduled. Following is a list of assignments and activities that will be evaluated as part of the final course grade.

<u>Assignments/Activities</u>	<u>Points</u>
<i>Class Attendance/Participation</i>	<i>100</i>
Student-Athlete Compensation Plan Presentation	100
Proposal Presentation	100
Exam 1	100
Exam 2	100
Exam 3	100
Total Points	600

Class Attendance/Participation

Attendance will be recorded, and absences will be classified as excused or unexcused. Students who meet the following criteria will be eligible to earn the full allocation of Class Attendance/Participation points:

- Three or fewer unexcused absences
- Come to class fully prepared to engage in an active, vital discussion about the readings
- Contribute to class discussions
- Prepare questions for our learning community to consider
- Support members of the learning community by engaging in meaningful conversation, supporting intellectual discovery, and participating in the journey of shared learning

Students with more than three unexcused absences will have Class Attendance/Participation excluded from the calculation of their final course grade.

Student-Athlete Compensation Plan Presentation

Students will complete this project in groups of 2-4. As part of a settlement related to name/image/likeness for current and former student-athletes, the NCAA now allows member institutions to provide up to \$20 million annually in direct payments to student-athletes. Students will select a public university with NCAA Division I athletics to investigate. Students will then develop a plan for the school's athletics department to identify/generate the \$20 million needed to fully fund the student-athlete compensation, as well as a plan detailing how the \$20 million will be allocated to the department's student-athletes. It is expected that presentations will range from 12-15 minutes, although that is a flexible guideline. Full assignment guidelines are available on the course's Canvas site.

Proposal Presentation

Working in groups of 2-4, students will be expected to select an area of interest related to the course and develop a presentation analyzing a specific issue and proposing a solution. It is expected that presentations will be approximately 12 minutes in duration, although that is a flexible guideline. Full assignment guidelines are available on the course's Canvas site.

EXAM INFORMATION:

There will be three exams, each valued at 100 points. Exams will be based on any and all information and materials utilized in class lectures, class discussions, the textbook, and any additional readings made available through the Canvas course site. Exams may include true/false, multiple choice, matching, fill-in-the-blank, and short answer questions.

Exams will be offered online via Canvas in a timed format. Students will only have one attempt at each exam, must complete the exam in one sitting, and will be presented questions one at a time without the ability to go back. Consequently, it is recommended that students be fully prepared before beginning an exam.

Exams must be taken during the scheduled window of availability. If students have prior knowledge of an extenuating circumstance such as an official University activity, medical procedure, etc. that will prevent them from taking an exam during the scheduled window, students may request to take the exam **before** the scheduled test window, **but not after**. Students must request such accommodations by contacting the instructor at least one (1) week prior to the scheduled exam window. There are only two exceptions to this rule:

1. Personal illness or injury that prevents the student from taking the exam and can be documented by the proper authority.
2. Death or serious illness to a member of the student's immediate family that can be documented by the appropriate authority.

A missed exam will result in a **ZERO**.

Exams in this course require the use of LockDown Browser and Respondus Monitor. These tools prevent students from opening additional browsers or browser tabs, turn off copy/paste/screen capture for the duration of the exam, and disable printing. The software also flags if the student's face leaves the frame or if someone else's face becomes visible. Video and audio will be recorded during the exam session. Offline resources, including, but not limited to notes and the textbook, **MAY** be utilized during an exam. However, working with other individuals in any manner during an exam is **NOT** allowed and will be considered cheating per the course's Academic Integrity and Dishonesty policy.

If you experience any computer issues during an exam (internet access issues, accidental submission, computer restarts, shuts off, etc.), e-mail the instructor immediately. If a student fails to report an incident to the instructor, the exam will be graded as submitted. If the incident is confirmed, then the exam will be cleared, and the student can re-take the exam.

EMAIL ETIQUETTE:

Emails need to include complete words and phrases with proper capitalization and punctuation. Emails will only receive a response if they can be read. Be sure to include your name, course, and section number.

STATEMENT ON ARTIFICIAL INTELLIGENCE (A.I.):

In this course, students are encouraged to use AI tools as resources for brainstorming, research, and drafting, but they must ensure all work reflects their own analysis, creativity, and understanding. Ethical and transparent use of AI is expected, and any assistance from AI tools should be appropriately cited. The goal is to integrate AI thoughtfully, enhancing critical thinking and professional skills while avoiding overreliance. Misuse of AI, including submitting AI-generated content as original work, will be treated as a violation of academic integrity. This approach fosters responsible engagement with AI, preparing students for its ethical use in academic and professional contexts. Please contact the instructor if you have any questions about appropriate or inappropriate use of AI tools for any specific course assignment.

THE LEARNING CENTER:

The Learning Center offers free Tutoring and Academic Coaching for many courses at Ball State. For more information, visit www.bsu.edu/learningcenter or call 765-285-3780.

INTERNATIONAL STUDENTS:

The Learning Center has tutors trained to address some of the challenges specific to International Students, and if you are having trouble understanding information presented in class, you are encouraged to contact the Learning Center. Bilingual tutors may also be available upon request.

WRITING CENTER INFORMATION:

Want extra feedback on your papers? The Writing Center is a community of Ball State students and faculty who value writing. Come and collaborate with one of our trained peer tutors on any project for any major. The Writing Center is a comfortable, supportive environment for writers from all communities and backgrounds. It is located in Robert Bell 295. We have both online and face-to-face appointments. To make an appointment, go to www.ballstate.mywconline.com.

ACADEMIC INTEGRITY AND DISHONESTY:

Students of the University must conduct themselves in accordance with the highest standards of academic honesty and integrity. Academic dishonesty by a student will not be tolerated in activity or academic areas and will be treated in accordance with the policy in the faculty handbook. Please refer to the specific sections in Undergraduate Rights and Responsibilities for information regarding academic honesty. These policies (including cheating on exams and plagiarism) will be strictly enforced. I will not tolerate cheating or plagiarism. Incidents of academic dishonesty will be prosecuted to the full extent within the University judicial process. Failure to follow these guidelines will result in an "F" for the course.

COPYRIGHT INFORMATION ON COURSE MATERIALS:

Students may not reproduce, distribute, or publicly post their course materials without instructor permission. Students selling or distributing course materials or posting exams (e.g., quizlet.com) may violate the Ball State Code of Conduct and/or the Information Technology Users' Privileges and Responsibilities policy. Students violating this policy may be referred directly to the Office of Student Rights and Community Standards.

SPECIAL NEEDS:

Please share with me medical information you feel is important for me to know so that I may assist you in an emergency. Also, let me know if you may need special arrangements to evacuate the building. Make an appointment with me to discuss either of these matters.

If you need course adaptations or accommodations because of a disability, please contact me as soon as possible. Ball State's Office of Disability Services coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at (765) 285-5293 or dsd@bsu.edu.

TITLE IX:

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, here are available resources at Ball State University:

- Title IX Office, (765) 285-1545, titleix@bsu.edu
- Office of Victim Services, 2nd Floor Health Center, Room 205, (765) 285-7844, ovs@bsu.edu
- Counseling Center, Lucina Hall, Room 320, (765) 285-1736, counselctr@bsu.edu
- Police Department, 200 North McKinley Avenue, (765) 285-1111 (911 from a campus phone), www.bsu.edu/police

IMPORTANT DATES:

January 5	Classes begin
January 19	Martin Luther King, Jr. Holiday – No classes
March 2-6	Spring Break – No classes
April 27	Last day for regular classes
April 28-May 1	Final Exam Period
May 1	Spring semester ends

COURSE WITHDRAWAL:

There is only one withdrawal period. It extends from the 6th through the 45th day of classes during the fall or spring semester.

For fall and spring semesters, a student has the entire first week of courses to drop a course with no penalty. They do this through “Register for Classes” from the website www.bsu.edu/student-services. After the first week, a student can withdraw from a course with a grade of “W” up until the decided upon withdrawal date. They accomplish this by completing a Withdrawal form and turning it in to the Registrar located in Lucina Hall. After this withdrawal date a student may only withdraw and receive a grade of “W” (instead of an “F”) if they are confirmed to have proper extenuating circumstances.

COURSE ABANDONMENT:

Your inactivity in a course does not constitute a course drop or withdrawal. You will be financially responsible for the course registration unless you take the necessary steps to drop or withdraw.

COURSE SCHEDULE:

Below is the tentative course schedule.

Week	Topic	Preparation	Assignments
Week 1 Jan. 5-9	M: Introductions, Syllabus, Sport Finance Trends W: Intercollegiate Athletics F: Intercollegiate Athletics	M: Chapter 1 W: Chapter 2 F:	M: W: F:
Week 2 Jan. 12-16	M: Intercollegiate Athletics W: Intercollegiate Athletics F: Professional Sports	M: W: F: Chapter 3	M: W: F:
Week 3 Jan. 19-23	M: Martin Luther King, Jr. Holiday – No Class W: Professional Sports F: Budget Models	M: W: F:	M: W: F:
Week 4 Jan. 26-30	M: Financial Statements & Planning, Financial Audits & Misconduct W: Financial Audits & Misconduct F: Labor & Agents	M: W: F:	M: W: F:
Week 5 Feb. 2-6	M: Labor & Agents, Competitive Balance W: Review for Exam 1 F: Exam 1 – Online/No Class	M: W: F:	M: W: R: Exam 1 Opens At 8am F: Exam 1 Closes At 11:59pm
Week 6 Feb. 9-13	M: Introduce Presentations W: Revenue from Sports Venues F: Revenue from Sports Venues	M: W: Chapter 10 F:	M: W: F:
Week 7 Feb. 16-20	M: Ticket Sales & Operations W: Commercializing Media Rights F: Commercializing Media Rights	M: Chapter 11 W: Chapter 12 F:	M: W: F:
Week 8 Feb. 23-27	M: The Sale of Licensed Merchandise W: Sponsorships & Advertising F: Sponsorships & Advertising	M: Chapter 13 W: Chapter 14 F:	M: W: F:
Week 9 Mar. 2-6	Spring Break – No Class		
Week 10 Mar. 9-13	M: Fundraising & Development W: Review for Exam 2 – Optional F: Exam 2 – Online/No Class	M: Chapter 15 W: F:	M: W: R: Exam 2 Opens At 8am F: Exam 2 Closes At 11:59pm
Week 11 Mar. 16-20	M: S-A Compensation Plan Presentations W: S-A Compensation Plan Presentations F: S-A Compensation Plan Presentations	M: W: F:	M: Student-Athlete Compensation Plan Presentation Due At 9am W: F:
Week 12 Mar. 23-27	M: Trends in Sport Facility Financing W: Trends in Sport Facility Financing F: Principles of Economic Impact Analysis	M: Chapter 4 W: F: Chapter 5	M: W: F:
Week 13 Mar. 30- Apr. 3	M: Principles of Economic Impact Analysis W: Benefit-Cost Analysis F: Structural and Social Capital	M: W: Chapter 6 F: Chapter 7	M: W: F:
Week 14 Apr. 6-10	M: Work on Proposal Presentations W: Sources of Public Sector Funding F: Sources of Public Sector Funding	M: W: Chapter 8 F:	M: W: F:
Week 15 Apr. 13-17	M: Implementation of Public-Private Partnerships W: Sport Globalization & Finance F: Sport Globalization & Finance	M: Chapter 9 W: F:	M: W: F:

Week 16 Apr. 20-24	M: Proposal Presentations W: Proposal Presentations F: Proposal Presentations		M: Proposal Presentation Due At 9am W: F:
Week 17 Apr. 27- May 1	M: Review for Exam 3 – Optional R-F: Exam 3 – Online/No Class		R: Exam 3 Opens At 8am F: Exam 3 Closes At 11:59pm

Note: The instructor reserves the right to make changes to the class schedule as the class progresses and circumstances arise. Students will be given notice of any changes. It is a student's responsibility to accommodate a change if a change has been made and communicated by the instructor.