Instructor:

Dr. Bryan Finch, Clinical Professor of Management; Director Sports Management Institute

Contact Information:

Office: BUS 301  
Email: bryan.finch@okstate.edu  
Phone: 744-8652

Office Hours specifically for distance: Business 301, Tuesdays, 1030am-noon

Course Site: Desire2Learn (Online Classroom): http://oc.okstate.edu

Administrative contact: Spears School Distance Learning Office, 108 Gundersen, spearsdistance@okstate.edu or call (866)-678-3933 or (405) 744-4048

Overview of the Course

This course focuses on two main areas of the sports industry in greater detail than MGMT 3943. The two areas of concentration are: financing and revenue generation, and strategic management issues. Using the Financing Sport textbook, we will cover a broad range of financial and revenue challenges facing decision-makers in sports. These themes will be re-iterated in other lecture topics/case studies. Secondly, we will look at wide range of sports cases and subjects that deal with various strategic planning and management issues. These topics will include brand management in collegiate sports, the role of collegiate athletics in higher education in the United States, brand management in sports merchandising and entertainment, stadium financing and politics, franchise movement, legal cases, biographical stories, and the role of sports and tourism.

Course Goals

Students will gain a greater understanding of the challenges and issues involving strategic management and planning in the sports industry, as well as develop a broader knowledge of financing and revenue generation in sports and closely related fields and companies.

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Program Learning Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students should be able to discuss the challenges and strategies involved in financing sports endeavors and building and maintaining revenue.</td>
<td>• Business Knowledge &amp; Competency</td>
</tr>
</tbody>
</table>
Students should be able to evaluate strategic management issues in sports, from public relations to brand management to franchise re-location.

Students should be able to analyze trends and future directions in finance and revenue generation in sports and sporting events.

Texts and Supplementary Materials

Required Text


Grading Policy

The grades in this class break down as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market analysis</td>
<td>30</td>
</tr>
<tr>
<td>Test 1</td>
<td>35</td>
</tr>
<tr>
<td>Final exam</td>
<td>35</td>
</tr>
<tr>
<td>Total Points</td>
<td>100</td>
</tr>
</tbody>
</table>

Letter grades will be assigned according to the standard scale.

- 90-100% = A
- 80-89% = B
- 70-79% = C
- 60-69% = D
- Below 60% = F

Description of Course Requirements

Lectures

Students are expected to view all lectures for the course. Lectures will be augmented with video and news clips as well as media articles and other materials. Extra links or materials will be posted on D2L under the news tab. Please contact me via email if a link is dead or if a file isn’t working, etc.

Exams

There are 2 exams for this course (all 50 questions). Here are your exam options.

1- You can take it live, in person, with me, if you are in Stillwater. See schedule for times, dates, location on campus. If you take it live with me it will be a paper exam so you will need to bring a green scantron and #2 pencil. I offer this option only as a convenience- it is absolutely NOT required to be on campus for the exam!
2- You can take it at a proctor site. This can be on campus in Stillwater, Tulsa, OKC, or almost anywhere in the USA. We have agreements with many test centers and other colleges. The proctored exams will be on a computer. You will need to fill out a student form and test form online here-
https://spears.okstate.edu/distance/forms/studentform/

Make sure to be aware of any test center fees ($) that often apply for their service.
Test centers: Stillwater, OK- Wes Watkins Center (405) 744-6390
Tulsa, OK- OSU Tulsa testing center; (918) 594-8232
Also OSU OKC, and University Testing and Assessment available.

For more information about the testing and proctoring procedure, contact the Distance Learning office at (405) 744-4019 and see http://spears.okstate.edu/distance/guide/procedures/.

Test #1- 50 multiple choice/matching questions covering the first half of the class topics (see schedule for exact break point).

Final exam- 50 multiple choice/matching questions. The final will be comprehensive but will have more questions on it from the 2nd half of class than the first half. It will include the Toma book.

Market Analysis (30% of your grade- do it well!)
This assignment will be an in-depth review of the spectator sports industry and marketplace in a city of your choice (pending my approval). You cannot choose a city that we directly discuss in the class (OKC, Tulsa, Dallas, NYC, San Francisco, Minneapolis, Washington DC, Phoenix, Honolulu). The work must be original (not a copy of a report from a previous class, especially one of mine).
*You will develop your report using Powerpoint.
*You will need to gather information from several sources, including internet news reports, official team web pages, printed newspaper and magazine articles, and books. Do not cite Wikipedia! Make sure you have legitimate sources from several formats (not just team blogs and web pages).
*Deliverables: 1-Powerpoint slides (13-18 slides); 2-Word file with notes and references. You will need to post these materials by the due date (see schedule). You can include your notes on the Powerpoint notes pages below each slide if you so desire, rather than posting as a separate Word file.
*I will post the grading scale on D2L so you will know exactly how the projects are graded.

Sport market analysis report sections:
  1- Geographical information (relevant city history, population changes, media outlets- TV and radio)
  2- Sports analysis (review area sports franchises/teams/events, list in order of popularity/following- college and professional)
  3- Financial analysis (review stadium/field situations, financing issues, economic outlook for community and sports teams)
  4- Political marketplace (discuss local and state politicians and/or groups that
support or resist tax plans/stadium development/franchise
movement/marketing, etc)

5- **Outlook** (What are the major decisions facing the city/fans/leaders/teams?
What is your predicted outcome/s based on your review? Are other
opportunities available?)

For example, if you were going to analyze Oklahoma City for this project, you would
include:

1- OKC history, population changes (slow, steady growth), Oklahoman, News 9,
Sports Animal, etc
2- OKC Thunder, OU and OSU sports/football, Redhawks, OKC Memorial
Marathon
3- OKC Arena naming rights issue (Ford Center), oil and gas sector impacts on
state and OKC economy, NCAA continuing to use OKC for events
(softball, baseball, basketball)
4- Mayoral and gubernatorial support, MAPS tax review, Bricktown development
5- Outlook- honeymoon effect for Thunder? Minor league teams? Other
franchises or events that might fit in OKC?

**Make-up Policy**

Students are expected to take each exam on the date given and submit the assignment in a timely
manner. If for any reason a student cannot attend an exam or submit an assignment, he or she must
notify the instructor prior to the examination. All late assignments and exams lose a letter grade per
24-hour period following the due date, unless the instructor has granted prior approval for late
submission of an assignment. Approval for late submissions must be obtained from the instructor in
advance, or be based on a documented medical emergency.

**University Policy**

More information about university policy can be found at this website:

[http://academicaffairs.okstate.edu/content/resources-faculty-staff](http://academicaffairs.okstate.edu/content/resources-faculty-staff). To drop this
course, you must contact the office in 108 Gundersen or call (405)744-4048.

**Academic Integrity**

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical
conduct of its members. This level of ethical behavior and integrity will be maintained in this course.
Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism,
multiple submissions, cheating on examinations, fabricating information, helping another person cheat,
unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently
altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary
action including the following: receiving a failing grade on an assignment, examination or course, receiving
a notation of a violation of academic integrity on your transcript (F!), and being suspended from the
University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101
Whitehurst, 405-744-5627, academicintegrity.okstate.edu.

**Accessibility**

Any student in this course who has a disability that may prevent him or her from fully demonstrating
his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations
necessary to ensure full participation and facilitate your educational opportunity. For more information
about OSU Student Disability Services, please go to: [http://www.okstate.edu/ucs/stdis/](http://www.okstate.edu/ucs/stdis/)
### Schedule

<table>
<thead>
<tr>
<th>Course Topics</th>
<th>Due (date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1- Introduction</td>
<td></td>
</tr>
<tr>
<td>2- The Sports Matrix</td>
<td></td>
</tr>
<tr>
<td>3- Finance and Revenue I</td>
<td></td>
</tr>
<tr>
<td>4- Finance and Revenue II</td>
<td></td>
</tr>
<tr>
<td>5- Stadium Financing</td>
<td>*Test #1- Live with me</td>
</tr>
<tr>
<td>5a- Wrigley</td>
<td>Thursday 7:00pm (Feb. 11th, 2016; EN 108)</td>
</tr>
<tr>
<td>5b- St. Louis Village</td>
<td>OR via proctor Feb. 10, 11, 12th</td>
</tr>
<tr>
<td>6- Franchise Movement</td>
<td></td>
</tr>
<tr>
<td>7- Branding</td>
<td></td>
</tr>
<tr>
<td>8- Sport Businesses</td>
<td></td>
</tr>
<tr>
<td>8b- Under Armour</td>
<td></td>
</tr>
<tr>
<td>9- College Sports</td>
<td>*Market analysis due on D2L</td>
</tr>
<tr>
<td>10- Football U</td>
<td>(Monday, March 7th, 11:59 pm)</td>
</tr>
<tr>
<td>11- Sports bios</td>
<td>*Final exam- Live with me,</td>
</tr>
<tr>
<td>12- Sports Fitness</td>
<td>Thursday 7:00pm (March 10th, EN 108)</td>
</tr>
<tr>
<td>13- Sports and TV</td>
<td>OR via proctor site March 9, 10, 11th</td>
</tr>
<tr>
<td>14- Steroids</td>
<td></td>
</tr>
<tr>
<td>15- Phoenix</td>
<td></td>
</tr>
<tr>
<td>16- Washington DC</td>
<td></td>
</tr>
<tr>
<td>17- Hawaii</td>
<td></td>
</tr>
<tr>
<td>17.5- MLS</td>
<td></td>
</tr>
<tr>
<td>18- Careers in Sports</td>
<td></td>
</tr>
<tr>
<td>18.5- Analytics</td>
<td></td>
</tr>
<tr>
<td>19- Research</td>
<td></td>
</tr>
<tr>
<td>19a- Boston research</td>
<td></td>
</tr>
<tr>
<td>20- Review</td>
<td></td>
</tr>
<tr>
<td>(+ Textbook: Football U, Toma)</td>
<td></td>
</tr>
</tbody>
</table>