(This syllabus is a work in progress, subject to change depending on our progress and unanticipated events in and out of class. We will discuss any revisions in class. However, I communicate frequently by email between classes. I expect you will be checking your email daily).

Sport Finance
TSTD 6280

Professor: Mark Hyman

Class Meetings: Duques Hall – Thursdays, 4:30 p.m. – 7:10 p.m.

Office: Funger Hall, 301

Office Hours: Wednesday, 2-3 p.m. And by appointment.

Web: Markhyman.com

Email: mhyman@gwu.edu

Required:

A Well-Paid Slave by Brad Snyder

Sport Finance and Management by Jason Winfree and Mark Rosentraub (Publication date as listed on Amazon: August 29, 2011).
**Sports Business Journal** (Subscription minimum of 16 weeks @ $65)

Order here: www.sbjcollege.com/subscribe

**RECOMMENDED:**

*Elements of Style* by William Strunk and E.B. White.

**Additional Resources:**

**On Twitter:**
Steve Berkowitz, USA Today, @ByBerkowitz
Darren Rovell, ESPN, @DarrenRovell
John Ourand, SBJ, @Ourand_SBJ
Liz Mullen, SBJ @SBJLizMullen
Jeff Barker, Baltimore Sun @sunjeffbarker

**Twitter Hashtags:** #NFL, #NBA, #MLB, #NFL, #NCAA, #Sportbiz,

**Suggested Readings/Additional Resources:**
Sports Economists: http://www.thesportseconomist.com
SportsBiz: http://thesportsbizblog.blogspot.com
Sports Law blog: http://sports-law.blogspot.com

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**Course description**

The course examines the financial models of professional sport leagues, collegiate athletics and various sport-related business sectors including media and licensing. Students will gain a practical understanding of the economic issues that drive change in sport. We will examine those changes at multiple levels, from the purchase and sale of professional sport franchises in the U.S. to athlete compensation and collective bargaining in the “Big Four” sports to radical realignment of major collegiate sports conferences.

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**Course Objectives**
By the completion of the course each student will:

1. Have an understanding of the historical underpinnings of labor relations between Major League Baseball owners and players.
2. Know the revenue and expenses of professional sport teams and leagues, collegiate athletic departments, sport marketing agencies and their clients, and amateur sport organizations.
3. Recognize the financial and accounting implications of revenue sharing, salary caps, media contracts, and corporate ownership.
4. Understand the economic and political factors driving realignment of major college athletic conferences.

5. Undtop
Instructional methods

Approaches in this course will be varied. A class period might include a lecture and class discussion regarding key points in the readings. A student might lead a discussion of a case study. We might also hear from a guest speaker who visits to speak on about a topic related to the Olympics Bid consulting project. Finally, we will use Blackboard to share ideas and further our discussion.

Guest speakers

During the semester, the class will hear from guest lecturers. As of this writing, scheduled speakers include Brad Snyder, author, A Well-Paid Slave; Mark Levin, Director, Salary Cap and Agent Administration, National Football League Players Assn.; Jeff Barker, sports enterprise reporter, Baltimore Sun; Darren Rovell, sports business reporter, ESPN. Others speakers may join us.

Class policies

There are few rules but the ones here MUST be observed.

Students may use tablets/notebooks for note-taking and for other class-related assignments. Do not check email, tweet, Web surf or spend time in other ways unrelated to the class.

Turn off all cell and smart phones before class – “off” rather than mute or vibrate. If a personal or family emergency makes phone use necessary, please let me know before class.

Deadlines are important in this class, as they will be in your professional life after graduate school. Be aware of them and observe them. Assume that work turned in late will receive no credit.

You are responsible for all that is covered in class, whether or not you are present. If you miss class, have a plan for getting notes.

Students may bring to food to class. Those who do are expected to dispose of their trash and to be considerate of others.
Class attendance

Our time together is extremely short – just thirteen class sessions - so attendance is important. Plan to be present each Wednesday for the entire class period. A reduction in points for class participation will be taken for repeated absences.

I monitor attendance. At the start of each class, I circulate an attendance sheet.

If you expect to miss a class, let me know as soon as possible.

Quizzes and exams must be taken on the dates and times designated. Makeups only will be given when students give prior notice AND I have approved.

Class announcements/cancellations

Please check Blackboard and your student email accounts at least every other day. I’ll share information about guests and assignments throughout the semester. If class is cancelled for bad weather or another reason, I also will use these two methods to notify students.

Academic Integrity

Please review the University’s policy on academic integrity, located at www.gwu.edu/~ntegrity/code.html All graded work must be completed in accordance with The George Washington University Code of Academic Integrity.

Academic dishonesty is defined as cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information. Common examples of academically dishonest behavior include, but are not limited to, the following: Cheating; Fabrication; Plagiarism; Falsification and forgery of University academic documents; Facilitating academic dishonesty.

More on plagiarism

Plagiarism is a serious offense. Know what it means and be clear that you are not practicing it. College students should have a clear understanding of what is their original work and what is not. Fully credit all references in your work. When in doubt, attribute all information that
comes from books, newspapers, magazines, websites, television programs and other sources.

If you are feeling overwhelmed or are confronted with a personal crisis, speak with the professor. Trying to explain plagiarism or other dishonest behavior that violates the university ethics standards will be far less persuasive once an assignment has been submitted.

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**Students with disabilities**

If you feel you need an accommodation based on the impact of a disability, please contact me privately to discuss specific needs. Please contact the Disability Support Services Office at 202.994.8250, Suite 242 Marvin Center, [http://jd Wired.gwu.edu/dss](http://jd Wired.gwu.edu/dss), to establish eligibility and to coordinate reasonable accommodations.

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**Grading**

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<tr>
<th>Percent / Point Value</th>
<th>Item</th>
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<tbody>
<tr>
<td>10</td>
<td>Well-Paid Slave Quiz</td>
</tr>
<tr>
<td>15</td>
<td>Class Participation</td>
</tr>
<tr>
<td>25</td>
<td>Franchise Valuation</td>
</tr>
<tr>
<td>25</td>
<td>Collective Bargaining</td>
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<tr>
<td>25</td>
<td>Conference Realignment</td>
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Assignment Specifications

Quiz

This is an in-class quiz on our reading of *A Well Paid Slave* (10 points)

Take-Home

There will be three covering issues that we will consider at length: Franchise valuation in professional sports, collective bargaining in professional sports and conference realignment in collegiate sports. (25 points each)

Class Participation

Discussion and analysis of issues addressed in lectures, readings and by guest speakers are important components of the course. Plan to come to class with your ideas and be prepared to express them. Note that attendance and participation are not the same. (15 points)

Final Numerical Grade Calculation (+/-):

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<th>Grade</th>
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<tr>
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<td>90-92</td>
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<td>84-86</td>
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<tr>
<td>B-</td>
<td>80-83</td>
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<td>C+</td>
<td>77-79</td>
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### Course Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Quiz/Assignment</th>
<th>Reading</th>
<th>Speaker</th>
<th>Other</th>
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<tbody>
<tr>
<td>1</td>
<td>January 15</td>
<td>Course overview and syllabus review</td>
<td>A Well-Paid Slave</td>
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<td>January 22</td>
<td>A Well-Paid Slave, origins of player unions.</td>
<td>A Well-Paid Slave Quiz</td>
<td>Sport Finance, Ch. 1-2</td>
<td>Brad Snyder</td>
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<td>3</td>
<td>January 29</td>
<td>Collective Bargaining</td>
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<td>4</td>
<td>February 5</td>
<td>Franchise Valuations</td>
<td>CBA Assignment due before class</td>
<td>Sport Finance, Ch. 8</td>
<td>Mark Levin</td>
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<td>5</td>
<td>February 12</td>
<td>Conference Realignment</td>
<td>Franchise Valuation Assignment due before class</td>
<td>SUPPLEMENTAL READING</td>
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<td>6</td>
<td>February 19</td>
<td>Compensation for College Athletes</td>
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<td>SUPPLEMENTAL READING</td>
<td>Jeff Barker</td>
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<td>7</td>
<td>February 26</td>
<td>Sports Media</td>
<td>Conference Realignment Assignment due before class</td>
<td>Sport Finance, Ch. 7</td>
<td>Darren Rovell (tentative)</td>
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<td>8</td>
<td>March 5</td>
<td>TBA</td>
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