



**SPORT SCIENCE & MANAGEMENT  
SS3615 FINANCE AND BUSINESS IN SPORT**

<b>Course Title</b>	Finance and Business in Sport
<b>Pre-requisites</b>	None required
<b>No of AUs</b>	3
<b>Contact Hours</b>	Total hours: 39 Lecture: 26 Laboratory: 13

**Course Aims**

The learning objective of this course is to introduce you to important financial concepts and systems. This will allow you to appreciate financial aspects of sports business and evaluate the financial position of companies through the analysis of financial statements.

**Intended Learning Outcomes (ILO)**

By the end of the course, you should be able to:

1. Define basic financial and accounting terms
2. Describe the different forms of financial systems and business structures
3. Analyse financial statements and evaluate the financial position of a company
4. Demonstrate competency in using spreadsheets for budgeting and managing financial resources
5. Evaluate fund-raising strategies for capital investment

**Course Content**

The following topics will be covered:

1. Financial systems and business structures
2. Financial statements and analysis
3. Capital structuring and financial management

**Assessment (includes both continuous and summative assessment)**

Component	Course ILO Tested	Related Programme LO or Graduate Attributes	Weighting	Team/Individual	Assessment rubrics
1. Financial Analysis Assignment	1-3	A1, A2, A3, B1, B2, D1	30%	Individual	Appendix 1
2. Class Quiz	1-5	A1, A2, B1, B2	10%	Individual	
3. Class Participation	1-5	A2, B1, C1, C2, D1, E1	10%	Individual	Appendix 1
4. Examination	1-5	A1, A2, B1, B2	50%	Individual	
Total			100%		

Graduates of the SSM programme should show:

**Competence**

A1: {Understanding}	process and interpret information, evidence and methodologies related to sport science or sport management
A2: {Self-discipline}	independently apply themselves to solve relevant problems
A3: {Modern Tool Usage}	use technology to communicate and provide feedback on sports activities, improve sports performance, monitor and increase physical activity, provide exercise prescription, solve problems for disadvantaged athletes/sportspeople, and commercialize and innovate sports products, events and services

**Creativity**

B1: {Critical Thinking}	critically assess the applicability of sport science and sport management tools toward problems and in the workplace
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B2: {Analytical Thinking}	critically analyse data from a multitude of sources
B3: {Interdisciplinary Thinking}	connect the subfields of sport science and sport management to tackle problems
B4: {Innovation}	be able to develop new applications or improve existing techniques
B5: {Entrepreneurship}	develop new ideas and plans for sport science, businesses and events
<b>Communication</b>	
C1: {Effective Communication}	present findings or ideas from sport science and sport management research logically and coherently at the appropriate level for the intended audience and in all forms of communication
C2: {Teamwork}	work in teams on projects that require sport science or sport management application, and communicate results via demonstration, verbally and in written form
<b>Civic-Mindedness</b>	
D1: {Professionalism}	act in a manner that respects the profession and meets the expectations of the sport science and sport management industry
D2: {Inclusiveness}	promote sport and physical activity in all individuals to bring people together and improve physical, social and psychological outcomes
<b>Character</b>	
E1: {Ethical behaviour}	act with integrity and in a socially responsible and ethical manner in line with societal and legal expectations in relation to collecting and analysing data of people and protecting personal data with appropriate computer security
E2: {Sportspersonship}	demonstrate appropriate safety, concern and good conduct in sport situations towards other individuals involved in the activity

### **Formative feedback**

You will receive formative verbal feedback on your understanding of the theories during class discussion. You will also be given a summative group feedback on the examination following the conclusion of the module.

## Learning and Teaching approach

Approach	How does this approach support you in achieving the learning outcomes?
Lectures/Tutorials	Lessons will adopt the following approaches. <ul style="list-style-type: none"><li>• Lectures to provide information for key learning concepts and theories</li><li>• Class discussions to engage you in a deeper understanding of the theories and applying them in real-life contexts</li><li>• Video clips to provide an alternative mode of instruction</li><li>• Case studies to demonstrate the application of the theories in real-life contexts</li><li>• Use of computer-simulated software to provide opportunities for practice</li></ul>
Online learning	Time will be given for learning from online materials as a part of flip teaching approach. These materials will support key concepts covered in class.

## Reading and References

- Fried, G., DeSchriver, T.D. & Mondello, M. (2013). *Sport Finance* (3<sup>rd</sup> ed.). Champaign, IL: Human Kinetics.
- Howard, D.R. and Crompton, J.L. (2005). *Financing Sport* (2nd ed.) Morgantown, WV: Fitness Information Technology.
- Stewart, B. (2007). *Sport Funding and Finance*. Oxon: Routledge.
- Tan, C.H. (2005). *Financial Markets & Institutions in Singapore* (11<sup>th</sup> ed.). Singapore: Singapore University Press.
- Wilson, R. (2011). *Managing Sport Finance*. Routledge.
- Winfree, J.A. and Rosentraub, M.S. (2012). *Sports Finance and Management*. CTC Press.

## Course Policies and Student Responsibilities

### (1) General

You are expected to complete all assigned pre-class readings and activities, attend all classes punctually and take all scheduled assignments and tests by due dates. You are expected to take responsibility to follow up with course notes, assignments and course related announcements for classes you have missed. You are expected to participate in all class discussions and activities.

### (2) Absenteeism

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies.

If you miss a lecture, you must inform the course instructor via email prior to the start of the class.

### (3) Absence Due to Medical or Other Reasons

If you are sick and not able to attend a quiz or midterm, you have to submit the original Medical Certificate (or another relevant document) to the administration to obtain official leave. In this case, the missed assessment component will not be counted towards the final grade. There are no make-up quizzes or make-up midterm.

### Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

### Course Instructors

Instructor	Office Location	Phone	Email

### Planned Weekly Schedule

Week	Topic	Course LO	Readings/ Activities
1	<ul style="list-style-type: none"><li>▪ Financial Issues in Sport</li><li>▪ Financial Systems and How They Operate</li><li>▪ Business Structures, Bankruptcy and Taxation</li></ul>	LO1, LO2	Chapter 1, 4-5
2	<ul style="list-style-type: none"><li>▪ Basic Financial Concepts</li><li>▪ Financial Statements, Forecasts and Planning</li></ul>	LO1, LO2, LO3	Chapter 2, 6
3	<ul style="list-style-type: none"><li>▪ Budgeting 101</li></ul>	LO1, LO3, LO4	Chapter 3

4	▪ Short-Term Financial Management	LO1, LO3, LO4	Chapter 12
5	▪ Analysing Annual Reports	LO1, LO3, LO4	Chapter 6
6	▪ Inventory and Production Management	LO1, LO3, LO4	Chapter 13
7	▪ E-Learning	LO1, LO3, LO4	
8	Recess		
9	▪ Obtaining Funding ▪ Capital Stocks ▪ Bonds	LO1, LO5	Chapter 8-10
10	▪ Time Value of Money	LO1, LO4, LO5	Chapter 7
11	▪ Capital Budgeting	LO1, LO4, LO5	Chapter 11
12	▪ Presentation for E-Learning		
13	▪ Written Test	LO1, LO2, LO4, LO5	

Appendix 1 – Marking rubric

ASSIGNMENT

	A+, A, A-	B+, B	B-, C+, C	D+, D	F
<b>Understanding financial terms (20)</b>	Demonstrates a very good understanding of the terms.	Demonstrates a good understanding of the terms.	Demonstrates a basic understanding of the terms.	Demonstrates a weak understanding of the terms.	Does not demonstrate any understanding of the terms.
<b>Performing financial analysis (40)</b>	Able to provide excellent analysis of the financial statements. The use of financial tools and calculations are without errors.	Able to provide good analysis of the financial statements. The use of financial tools and calculations are with few minor errors.	Able to provide adequate analysis of the financial statements. The use of financial tools and calculations are with some minor errors.	Able to provide adequate analysis of the financial statements. The use of financial tools and calculations are with errors.	Unable to provide adequate analysis of the financial statements. The use of financial tools and calculations are with many errors.
<b>Evaluation of financial statements (40)</b>	The evaluation accurately reflects the financial status of the company. There is an excellent basis for the evaluation.	The evaluation accurately reflects the financial status of the company. There is a good basis for the evaluation.	The evaluation accurately reflects the financial status of the company. There is some basis for the evaluation.	The evaluation accurately reflects the financial status of the company. There is insufficient basis for the evaluation.	The evaluation does not accurately reflect the financial status of the company.

CLASS PARTICIPATION

	A+, A, A-	B+, B	B-, C+, C	D+, D	F
<b>Class Participation (10)</b>	Participates actively in class, demonstrating a deep understanding of the content.	Participates actively in class, demonstrating a good understanding of the content.	There is some participation during class, demonstrating an adequate understanding of the content.	There is little participation in class.	There is an absence of any participation in class.