

**Teaching Sport Financial Management: A Resource and Information Sharing Session**

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**Session 24: Teaching  
Workshop (75-minute)**

**Saturday, June 2, 2007**

**9:00:00 AM - 10:15 AM**

The Sport Management Program Standards and Review Protocol (2000) developed by the National Association for Sport and Physical Education and the North American Society for Sport Management (NASPE/NASSM) require that a sport management program provide content in financial management and sport finance. The inclusion of these requirements in the NASPE/NASSM standards, along with the realization that sport management students need to have financial management skills to be successful in the workplace, has led to most sport management programs adding some type of sport finance coursework. Unfortunately, some academic programs have struggled to provide a quality educational experience in sport finance due to the lack of qualified faculty members with a background in financial management.

At times, the lack of qualified sport finance instructors has led to Sport Management faculty members with backgrounds in areas such as marketing, law, and leadership being asked to teach these courses. The results can sometimes be less than positive. The instructors become frustrated as they struggle to develop effective syllabi, course projects/assignments, and examinations. Additionally, with the exception of several textbooks, there are very few instructional materials dedicated to the area of sport finance on the market. This is especially true in comparison to other areas of sport management such as marketing and law.

The purpose of this 75-minute workshop is to have four academicians with over 35 years of combined instructional experience in sport financial management present and share their course materials. These materials will include syllabi, case studies, and student assignments/projects. Topics addressed through these materials include valuation, facility financing, budgeting, and the development of new revenue streams. In addition, the session will serve as an open forum for discussion on the classroom instruction of sport financial management. All attendees will be encouraged to share their ideas and thoughts on developing an effective sport financial management curriculum. The outcome of this session will be to aid those instructors who currently teach in the area of sport financial management and provide them with some learning tools that they may incorporate into their courses. The first half of the session will focus on the instruction of graduate level sport financial management courses while the second half will be directed toward undergraduate sport finance curriculum.