



# **SPORTS FINANCE COURSE OUTLINE**

**LEARN FINANCE THROUGH SPORTS**

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### CURRICULUM & DELIVERY

Our sports finance curriculum includes 10 chapters and 10 sections in each chapter. Each section consists of a short video, a brief article and a list of additional resources.

#### Videos

Our “actors” are the four fictional characters:

- Spencer, the Sports Fan
- Helen, The Hedge Fund Manager
- Frank, the Franchise Owner
- Baron, the Bar Owner

Each video will feature a mini-story which will serve as a visual intro to the article.

#### Articles

The articles are short and non-technical. The objective of the article is to present a key message and stimulate the reader to think, read, watch and research further.

#### Additional Resources

In this section, you will find detailed discussions around a particular topic. The resource can be a book, an article, an academic paper, a video, a movie, a blog or anything else. Whatever the format, the goal is to locate additional materials that should be useful to you.

This will be a living document which will be continuously updated and expanded. If you know of a resource that you think should be included in the list, please send the site administrator a line. Thank you.

## CHAPTERS

1. Markets
2. Risks
3. Investment, Speculation and Gambling
4. Sports is Big Business
5. The SportsRiskIndex
6. 2008-2011+: The Crisis
7. Can YOU Beat the Market?
8. Luck vs. Skill
9. Bubbles & Ponzi Schemes
10. Summary

## GOAL

To improve your understanding of markets, risks and finance using a sports-based curriculum.