

# SPORTS FINANCIAL MANAGEMENT CERTIFICATE PROGRAM



**desportz**  
Manage By VEPL

## OBJECTIVE

Demonstrate a deep understanding of fundamental financial concepts, including financial planning, budgeting, investment analysis, risk assessment, and financial decision-making, and recognize their significance in the sports industry.

## COURSE OUTCOME

- Recognize and discuss current financial issues in sport
- Compare financial statements to identify a sports business' strengths and weaknesses
- Describe business structure options, requirements and financial implications as they pertain to sports business organizations and enterprises.
- Demonstrate an understanding of financial terms and concepts and apply this business framework to the sport environment.
- Identify financial management techniques unique to sports.

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