COURSE OUTLINE: SPT302 - DATA ANALYTICS

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Course Code: Title	SPT302: DATA ANALYTICS IN SPORT
Program Number: Name	2073: SPORTS ADMIN.
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2024-2025
Course Description:	In this introductory course, students will explore the role and influence of data analytics as an emerging strategy in the world of sport. Students will review case studies to understand how data driven decisions can influence success for both the organization and athlete. Using data analytics, students will work toward determining opportunities for a sporting organization and will outline future decision making frameworks. Students will consider how athletes, coaches and organizations use analytics and data to improve and guide performance.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	MKT312
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2073 - SPORTS ADMIN.** VLO 1 Select and effectively use technology and software programs relevant to sport management and entrepreneurship. VLO 2 Develop, analyze and implement marketing strategies for products, programs, events, services and facilities related to sporting organizations or events. VLO 3 Develop business strategies for sports organizations which take into account the current political and economic environment to maintain currency in the industry while considering historical context. VLO 4 Comply with relevant statutes, regulations, safety and accessibility standards, and business practices. VLO 8 Plan, organize and deliver sport projects, tournaments, programs or community events that respond to needs, interests and abilities, engage participants, and promote health and wellness.
Essential Employability Skills (EES) addressed in this course:	EES 3 Execute mathematical operations accurately. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.

Course Evaluation:

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources:

Applied Sports Business Analytics by Atwater, C., Baker, R.E., & Kwartler, T.
Publisher: Human Kinetics
ISBN: 9781492598534

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Identify the concepts and characteristics of sports analytics in the sports industry, historically and today.	1.1 Research the fundamental aspects of sports analytics and its origin. 1.2 Compare and contrast the differences in how sports analytics was used in the past, to how sports analytics is used today.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Discuss the theory, development and application of analytics in sports.	2.1 Evaluate the theoretical foundation to using data in sports. 2.2 Evaluate how analytics is used in the various sports, as well as esports. 2.3 Discuss ways sports leaders can use data analytics in the decision making process.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Comprehend and engage in critical thinking with analytic topics in the sports industry using the various ways to analyze data.	3.1 Analyze data sets using various mathematical simulation tactics. 3.2 Discuss how data is analyzed and how the data can be used to various sports industries.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
Utilize data analysis techniques to identify problems and propose innovative solutions for improving performance both on the field and in the industry.	4.1. Discuss the impact of analytics in sport. 4.2. Experiment with data sets and create outcomes using data-driven decision making tools.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	30%
Final exam	30%
Podcast/Discussion reports	20%
Quizzes	20%

Date: July 4, 2024

Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.