SPORT ANALYTICS MAJOR

Professor Jess Baker, Program Director

Sport Analytics Mission Statement

The Sport Analytics Program prepares students to develop careers in the expanding sport analytics field. Students will progress through the program and understand how to develop and interpret analytical analyses within sport, including knowledge of developing, collecting, and analyzing data sets and business and sport business acumen.

Program Description

Sport Analytics is an interdisciplinary major incorporating computer science and data analytics courses, a 45-credit business core, and major courses in sports business and sports analytics. The major provides students with progressive learning opportunities that prepare them for possible career opportunities as a sport statistician, sport data analyst, sport sales analyst or market research analyst. In addition, students will be actively involved in experiential learning experiences that challenge their acquired skills and prepare them to contribute productively to their chosen communities.

Students complete an internship in Sport Analytics in their senior year.

Practical-based instruction from academic professionals with experience in the sport industry. Experiential opportunities are included to gain applied experience outside the classroom.

Class assignments that prepare students for the work that is required in the sport industry; in-class work is focused on the application of knowledge gained.

A 45-credit core for the Business Administration degree (BSBA) prepares students for successful management, administrative, and leadership roles in sport business and business administration.

An option for a Sport Business minor consisting of 18 hours in sport business courses as specified in the Sport Business Minor section.

The Sport Analytics program blends general education, Business, data analytics, computer science, and sport management courses in a curriculum designed to prepare graduates for positions in intercollegiate and interscholastic athletic programs, professional sport organizations, sport marketing agencies, and entrepreneurship development. Sport Analytics is a developing field in the sport industry and students are encouraged to pursue these new and exciting opportunities.

The Sport Analytics program has earned specialized business accreditation from the Accreditation Council for Business Schools & Programs (ACBSP). The Sport Analytics major is an in-seat residential program on the Charleston campus.

Sport Analytics Program Learning Outcomes

All BSBA students must fulfill the BSBA Core outcomes.

In addition, Sport Analytics graduates will:

1. Develop programming, analytical, and data analysis skills for utilization in statistical and analytical sport settings. Actively apply

written, public speaking and personnel management skills in sport industry environments.

2. Actively apply written, public speaking and personnel management skills in sport industry environments.

3. Demonstrate the ability to locate, evaluate and effectively utilize research information as a sport industry professional.

Program Requirements

The BS in Business Administration degree with a major in Sport Analytics requires a foundational business administration core of 45 credits, 29 credits of Sport Analytics major courses, and 46 credits of general education requirements and electives. The program includes experiential learning opportunities and a diverse selection of sport business classes to prepare the graduate for a sports industry career. Practicum and internship experiences are required to allow the student to work with a sport business organization.

The university's location in the hub of the region's business, financial, government, and medical center opens the door to many prospects for practical work experience. An internship in the sport industry is required for graduation. Students are encouraged to pursue regional, national and international sport business internship opportunities.

Sport Analytics – Required Courses in Major		
Course	Title	Credits
SPBU 101	Introduction to Sport Business	3
SPBU 220	Coaching Theory	3
SPBU 298	Practicum Experience	1
SPBU 301	Sport Marketing	3
SPBU 325	Sport Analytics I	3
SPBU 425X	Sport Analytics II	3
SPBU 490	Senior Seminar	1
SPBU 498	Internship in Sport Business	3
DASC 100	Introduction to Scientific Programming	3
BSAN 205	Introduction to Business Analytics	3
DASC 250	Data Visualization	3
Required Credits in Sport Analytics Major:		29
Total Credits (45 BSBA Core + 20 SPBU + 9 BUSI/DASC):		74

Admission Requirements

Students must gain general admission to the University of Charleston.

Additional Requirements

Students must meet all University General Education course requirements, BSBA core, and Sport Analytics major degree requirements for graduation, including applicable exit exam(s). In addition, students must achieve a "C" or higher grade in each Sport Business course.

Sport Analytics majors must meet all University of Charleston graduation requirements and must take and pass the Peregrine Major Exam in the last semester of the senior year with a C or above in Business Strategy (BUSI 450).

Completing a Double Major and/or an Associate Degree in Business

The design of the Sport Analytics major encourages students to complete a second major or a minor in another field through a selection of elective courses. For example, a student may decide to obtain a second major in a business or an outside field such as Communications. Sport Analytics majors will also complete all the requirements for a bachelor's degree in Business Administration (BSBA) while pursuing their major. Students should consult with program faculty to select all coursework supporting the Sport Analytics major.

Sport Analytics Concentration

Students pursuing other BSBA majors can add a Sport Analytics concentration (12 credits). The Sport Analytics concentration trains students to make data-based decisions within the sport industry. Students will gain familiarity with statistical software, knowledge of statistical methods, data collection, processing, and analysis, and experience in the research design process. The 12 credit hours required for a concentration in Sport Analytics are:

Sport Analytics Concentration		
SPBU 101	Intro to Sport Business	3
SPBU 220	Coaching Theory	3
SPBU 325	Sport Analytics I	3
SPBU 425X	Sport Analytics II	3
	Total for Concentration:	**12**