

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 will gain an understanding of how to develop and interpret analytical analyses within sport, which will include the knowledge of how to develop, collect, and analyze data sets, along with business and sport business acumens.

Program Description

Sport Analytics is an interdisciplinary major that incorporates computer science and data analytics courses, a 45-credit business core, and major courses in sport business and sport 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 areas such as 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 career in the sport industry. Practicum and Internship experiences are required and 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 practical work experience prospects. 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 325X	Sport Analytics I	3
SPBU 425X	Sport Analytics II	3
SPBU 490X	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

Typical Four-Year Student Schedule for Sport Analytics Major

FIRST YEAR			
Fall Semester		Spring Semester	
UNIV 104 College Motivation & Success**	3	UNIV 105 Foundations of Character & Leadership**	3
ENGL 101 Freshman Writing I	3	ENGL 102 Freshman Writing II*	3
ECON 201 Principles of Microeconomics	3	ECON 202 Principles of Macroeconomics	3
MATH 121 College Algebra*	3	SPBU 101 Introduction to Sport Business	3
Humanities Flex Elective	3	SPCH 103 Oral Communication Fundamentals (embedded)	3
TOTAL	15	TOTAL	15

SECOND YEAR			
Fall Semester		Spring Semester	
ACCT 201 Principles of Accounting I	3	ACCT 202 Principles of Accounting II	3
BUSI 241 Business Communication	3	BUSI 220X Information Systems & Software Applications	3
BUSI 231 Business Law	3	SPBU 220 Coaching Theory	3
DASC 100 Intro to Scientific Programming <i>(STEM Flex Elective)</i>	3	SPBU 298 Practicum Experience	1
BSAN 205 Intro to Business Analytics	3	Humanities Flex Elective	3
		Elective	3
TOTAL	15	TOTAL	16

THIRD YEAR			
Fall Semester		Spring Semester	
MRKT 321 Principles of Marketing	3	SPBU 301 Sport Marketing	3
MGMT 311 Principles of Management	3	DASC 250 Data Visualization	3
BUSI 316 Business Statistics I	3	SPBU 435 Sport Ethics	3
Flex Elective	3	BUSI 317 Business Statistics II	3
Elective	3	Elective	4
TOTAL:	15	TOTAL:	16

FOURTH YEAR

Fall Semester		Spring Semester	
SPBU 325X Sport Analytics I	3	SPBU 498 Sport Business Internship	3
FINA 312 Business Finance	3	BUSI 450 Business Strategy	3
SPBU 490X Senior Seminar	1	BUSI 407 Global Dimensions of Business	3
Flex Elective	3	SPBU 425X Sport Analytics II	3
Elective	3		
Elective	3		
TOTAL:	16	TOTAL:	12

*Suggested Prerequisite: C or better in MATH 120 or Math ACT score of 21 or higher (Math SAT of 530 or higher).

**Transfer students and online students complete UNIV 204 College Success & Leadership.

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 grade of “C” or higher in each Sport Business course. Students must also pass the SPAN Major Project as part of SPBU 498 in the final semester of the senior year.

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 judicious selection of elective courses. For example, a student may decide to obtain a second major in a business field or in 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 that will support the Sport Analytics major.

Sport Analytics Concentration

Students pursuing other BSBA majors can add a Sport Analytics concentration (12 credits). The concentration in Sport Analytics trains students in making 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 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 325X	Sport Analytics I	3
SPBU 425X	Sport Analytics II	3
	Total for Concentration:	12