COURSE EMPHASIS

MGT 480 001 “Sports Analytics” will provide students with an understanding of analytical methods used by sports organizations. Exercises and examples in the course will focus on how sports business professionals can make informed decisions by comparing and predicting fan behavior.

CALENDAR OF EVENTS

Module 1 – The Sports Market & Data Science (Week 1- Week 5)
- Understanding the Sports Market
- The Basic Components of Sports Analytics
  - Data Management
  - Statistical Methods
- Finding Data
- Mining Data
- Preparing Data for Analysis
- Data Visualization

Module 2 – Statistical Analysis (Week 6 – Week 10)
- Significance
- Correlation
- Analysis of Variance
- Cluster Analysis
- Regression

Module 3 – Data Informed Decisions (Week 11-Week 15)
- Return-on-Investment (ROI)
- Cost-Volume-Profit Analysis (CVP)
- Customer Lifetime Value Calculations
- Recency, Frequency, & Monetary (RFM) Model
MLB Project

Students are immersed in the statistical analysis process through a raw database of MLB attendance-related data. Students will work individually or in pairs to clean the data set, perform variety of analytical evaluations of the data, and report the findings in a formal report at the end of the semester.

NFL Fantasy Football

This is a fun and competitive event but students are required to generate two reports. The first report will provide a summary strategic plan for player selection in the draft. The final report will summarize how the week-to-week management of the roster changed as the season evolved. Both reports should be 1-3 pages, 12-point font, double-spaced with 1” margins all around. A simple cover page with the student name, course, report title, and date should be included and the report should be stapled in the upper left hand corner. I do not want binders, paper clips, folded edges, etc.

General Rules of the Game

- Invitations have been sent to your MySFA email account.
- Each student will join the Sports Analytics fantasy football league.
- The fantasy draft will start promptly at 8:00am on September 5th.
- Thirty (30) seconds will be allotted for each draft selection.
- Rules for scoring, trades, waivers, & playoffs are found on the league homepage.

Program Learning Outcomes: Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp.

Student Learning Outcomes: Upon completion of this course students will (1) understand the importance of data analysis in the decision-making process, (2) identify population demographics that are unique to various sports arenas, (3) prepare and analyze data, and (4) make informed decisions based on statistical analysis of relevant data.

Student’s Responsibility: The student should come to class prepared to discuss the assigned readings. Attendance is not mandatory but missed assignments and quizzes cannot be made up.
Grades System

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<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>Letter Grade</th>
<th>Average</th>
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<tbody>
<tr>
<td>MLB Project</td>
<td>50%</td>
<td>A</td>
<td>90-100</td>
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<tr>
<td>NFL FF Reports</td>
<td>20%</td>
<td>B</td>
<td>80-89</td>
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<tr>
<td>Quizzes/Exams</td>
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**IMPORTANT DATES**

- Tuesday, September 5th... Fantasy Draft
- November 20-25, Thanksgiving Holiday
- Thursday, December 14 ... Final Exam & Last Day to turn in MLB Project without late penalty.

**Note:** This syllabus is provided to you as a guide for the class content and expectations this semester. It is not a contract, and is subject to change as necessary.

**Rusche College of Business**

**General Student Policies:**

**Academic Integrity (4.1)**

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit. Please read the complete policy at [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)
Withheld Grades Semester Grades Policy (5.5)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Acceptable Student Behavior
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10-4). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.