Instructor: Dr. Robert McDermand, MA, MPA, MBA, EdD
Office: McGee Business 403QQ
Office Phone: 936-468-1791
Other Contact Information: 936-468-4103 (MGMT Department)
Email: mcdermandr@sfasu.edu

Prerequisites: MATH 1342 (formerly MTH 220) Required, ECON 3339 (formerly ECO 339) Suggested

I. Course Description:

The theory, development and application of data-informed business analytics in the sport industry.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):

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 in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

Student Learning Outcomes:

Upon completion of this course, the student will understand basic theories and insights drawn from the field of sports analytics and be able to relate that understanding to sports industry settings including but not limited to the following:
(1) understand the importance of data analysis in the decision-making process
(2) identify population demographics that are unique to various areas of the sports industry
(3) prepare and analyze data, and
(4) make informed decisions based on statistical analysis of relevant data

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

A variety of instructional activities will be used, including: online quizzes, case studies and articles, lectures, discussions, a midterm exam, a final exam, videos, and demonstration.

IV. Evaluation and Assessments (Grading):

The student's course grade will be determined based on the following course activities, and weighted as indicated.

<table>
<thead>
<tr>
<th>COURSE ACTIVITY</th>
<th>GRADE POINTS</th>
<th>REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Quizzes</td>
<td>40 points</td>
<td>Eight unit quizzes worth 5 points each will be assigned and due by Sunday at midnight on the assigned week</td>
</tr>
<tr>
<td>Practice Analytic Applications</td>
<td>20 points</td>
<td>Four practice application assignments worth 5 points each will be assigned throughout the semester, due by Sunday at midnight on the assigned week</td>
</tr>
<tr>
<td>Applied Analytics Assignment</td>
<td>20 points</td>
<td>Students will acquire, analyze and visualize data, make strategic decisions for sports managers, and will present findings to the professor</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>20 points</td>
<td>Midterm Exam – Thursday, October 12th</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20 points</td>
<td>Final Exam - Tuesday, Dec. 12 8-10 a.m.</td>
</tr>
<tr>
<td>Total</td>
<td>120 points</td>
<td></td>
</tr>
</tbody>
</table>

Revised 8/2023
### V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Topics Covered</th>
<th>Theory and Readings</th>
<th>Quiz Due (by midnight)</th>
<th>Assignment Due (by midnight)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 1 - Introduction to Sports Analytics and Visualization Software</td>
<td>Alamar - Chapter 1</td>
<td>Unit 1 Quiz - Sept 10</td>
<td>Analytic Application 1 - Sept 10</td>
</tr>
<tr>
<td>Unit 2 – Data and Data Management</td>
<td>Alamar - Chapter 2</td>
<td>Unit 2 Quiz - Sept 24</td>
<td>Analytic Application 2 - Sept 24</td>
</tr>
<tr>
<td>Unit 3 – The Data Ecosystem</td>
<td>Alamar - Chapter 3</td>
<td>Unit 3 Quiz - October 1</td>
<td></td>
</tr>
<tr>
<td>Unit 4 – Information Systems</td>
<td>Alamar - Chapter 6</td>
<td>Unit 4 Quiz - October 8</td>
<td></td>
</tr>
</tbody>
</table>

#### Midterm Exam - Thursday, October 12th

| Unit 5 – Functional Analytics – Talent Acquisition & Management | Alamar - Chapter 4 | Unit 5 Quiz - Oct 22 |
| Unit 6 - Functional Analytics – Sports Marketing, Promotion & Digital Marketing | Alamar - Chapter 5 | Unit 6 Quiz - Nov 5   | Analytic Application 3 - Nov 5 |
| Unit 7 – Functional Analytics – Sport Performance            | Alamar - Chapter 7  | Unit 7 Quiz - Nov 12   |                             |
| Unit 8 – Analytics in the Organization and Building an Analytics Team |                   | Unit 8 Quiz - Nov 19   | Analytic Application 4 - Nov 19 |

Thanksgiving Break (November 18-26)

Applied Analytics Assignment – Completed Project Due December 10th at 11:59pm

### Final Exam - Tuesday, Dec. 12 8-10 a.m.

Instructor reserves the right to modify, change, emphasize, and/or de-emphasize any of the preceding proposed content topics. On average, this course will consist of online lecture videos totalling 150 minutes per week and roughly 6 hours of out-of-class case studies, quizzes, readings, discussions and assignments.
VI. Textbook (Required):

**Required Textbook:**

VII. Course Evaluations:

Near the conclusion of each semester, students in the Rusche College of Business electronically evaluate courses taken within the college. Evaluation data is used for a variety of important purposes including: 1. Course and program improvement, planning, and accreditation; 2. Instruction evaluation purposes; and 3. Making decisions on faculty tenure, promotion, pay, and retention. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the College of Business faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the Rusche College of Business, the course evaluation process has been simplified and is completed electronically through MySFA. **Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.**

VIII. Student Ethics and Other Policy Information:

**Students with Disabilities**
In accordance with the "American Disabilities Act," an appropriate adjustment will be arranged for individuals with a disability that might prevent or eliminate them from participating in certain activities during the semester. It should be noted that students have an obligation to advise or disclose information to the instructor about their specific disability so that correct accommodation may be made. 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 326, 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/](http://www.sfasu.edu/disabilityservices/).

**Academic Integrity**
The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one's self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

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Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

**Withheld Grades Semester Grades Policy (A-54)**
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 and 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.

**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 D-34.1). 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 Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**IX. Other Relevant Course Information:**
1. In order to provide and maintain a clean learning environment, it is the policy of the university that no open beverages, food, or tobacco are permitted in instructional areas.

**Student Wellness and Well-Being**
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
- **The Dean of Students Office** (Rusk Building, 3rd floor lobby)
  - [www.sfasu.edu/deanofstudents](http://www.sfasu.edu/deanofstudents)
  - 936.468.7249
  - dos@sfasu.edu
- **SFA Human Services Counseling Clinic** Human Services, Room 202
  - [www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp)
  - 936.468.1041
- **The Health and Wellness Hub** “The Hub”
  - Location: corner of E. College and Raguet St.
  - To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
    - Health Services
    - Counseling Services
    - Student Outreach and Support
    - Food Pantry
    - Wellness Coaching
    - Alcohol and Other Drug Education
  - [www.sfasu.edu/thehub](http://www.sfasu.edu/thehub)
  - 936.468.4008
  - thehub@sfasu.edu
- **Crisis Resources:**
  - Burke 24-hour crisis line: 1.800.392.8343
  - National Suicide Crisis Prevention: 9-8-8
  - Suicide Prevention Lifeline: 1.800.273.TALK (8255)
  - [Crisis Text Line](https://crisis-text-line.org): Text HELLO to 741-741

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