

Sport Analytics - Master of Sport Analytics

The Master of Sport Analytics is designed for students who are interested in pursuing a career in sport analytics or adding data decision making skills to existing careers. Students will learn about database management, data mining, analysis, and ways to communicate with data in sport performance and sport business analytics. This degree program prepares students to apply sport analytics in the fields such as sport management, coaching, sport marketing, performance evaluation, and sport administration.

Program Requirements

Code	Title	Credit Hours
Required Courses		
ISA 512	Data Warehousing and Business Intelligence	3
ISA 514	Managing Big Data	3
ISA 544	Business Forecasting	3
ISA 591	Introduction to Data Mining in Business	3
SLM 637	Sport Business Analytics	3
SLM 638	Sport Performance Analytics	3
Select Two Courses:		6
SLM 513	Sport Economics	
SLM 516	Sport Marketing	
SLM 538	Principles of Effective Coaching	
SLM 572	Sport Administration	
SLM 635	Strategic Management of Sport Organizations	
SLM 636	Sport Communities & Public Relations	
Internship		6
SLM 640	Internship	
Total Credit Hours		30