

Analytics and Business of Sports Minor – Program Requirements

<i>Courses</i>	<i>Hours Required</i>
<u>Business Fundamentals</u>	<u>3</u>
MAN 320F Foundations of Management	
or MAN 336 Organizational Behavior	
FIN 320F Foundations of Finance	
or FIN 357 Business Finance	
MKT 320F Foundations of Marketing	
or MKT 337 Principles of Marketing	
HDO 301 Introduction to the Human Dimensions of Organizations	
<u>Analytical Foundations</u>	<u>3</u>
ECO 329 Economic Statistics	
SDS 302F Foundations of Data Analysis	
SOC 317L Intro to Social Statistics	
PSY 317 Statistical Methods in Psychology	
STA 301 Introduction to Data Science	
<u>Using Analytics to Manage People and Performance</u>	<u>3</u>
MAN 337.7 People Analytics	
<u>Analytics, Business and Sports</u>	<u>3</u>
MAN 337.6 Performance and Sports Analytics	
<u>Sports, Managing People, and Leading Organizations</u>	<u>6</u>
ADV/ PR 305S Introduction to Integrated Communication for Sports	
ADV 348S/J 348G The Business of Sports Media	
CMS 363C Communication and Sports	
CMS 363P Politics and Protest in Sports	
J 326F Reporting Sports	
KIN 312.5 Sport Industry in America	
KIN 312M Management of Sport and Physical Activity Programs	
KIN 352K.6 Race and Sport in African American Life	
KIN 353 Sport Law	
KIN 354 Sport & Event Marketing	
KIN 356 Revenue & Budgeting in Sport	
KIN 357 Strategic Management of Sport Organizations	

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RTF 365.9/SOC 352E	Media Industries and Entrepreneurship
MAN 325	Strategic Human Resources Management
MAN 327	Innovation and Entrepreneurship
MAN 328	Consulting and Change Management
MAN 337.21	Art and Science of Negotiation
MKT 363	Professional Selling and Sales Management
MKT 354.2	Sales Strategy and Steering
RTF 365.9/SOC 352E	Media Industries and Entrepreneurship

Other courses may be considered for substitution, as approved by the Business of Sports Minor Committee.

All classes must be taken on the letter-grade basis. The student must earn a combined grade point average of at least 2.00 in these courses.
