

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 and Organizational Behavior	
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	
MIS 301	Introduction to Information Technology Management	
or MIS 302F	Foundations of Information Technology Management	
<u>ANALYTICAL FOUNDATIONS</u>		<u>3</u>
ECO 329	Economic Statistics	
SDS 301 or SDS 302F	Elementary Statistical Methods Foundations of Data Analysis	
SDS 320E	Elements of Statistics	
SOC 317L	Intro to Social Statistics	
PSY 317/317L	Statistical Methods in Psychology	
STA 301	Introduction to Data Science	
<u>USING ANALYTICS TO MANAGE PEOPLE AND PERFORMANCE</u>		<u>3</u>
MAN 372T.18 (or MAN 337.7)	People Analytics	
<u>ANALYTICS, BUSINESS AND SPORTS</u>		<u>3</u>
MAN 372T.6 (or MAN 337.6)	Performance and Sports Analytics	

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SPORTS, MANAGING PEOPLE, AND LEADING ORGANIZATIONS

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ADV/ PR 305S	Introduction to Integrated Communication for Sports
ADV 348S/J 348G	The Business of Sports Media
ADV 378S/ PR 378S	Special Topics in Sports Media (all topics)
CMS 363C	Communication and Sports
CMS 363P	Politics and Protest in Sports
EDP 376T	Sport and Performance Psychology
J 326F	Reporting Sports
KIN 312.5	Sport Industry in America
KIN 312M	Management of Sport and Physical Activity Programs
KIN 352K.31 KIN 352K.6	Sport, Society, and the International Olympic Movement 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
LEB 372T.2 (or LEB 370)	Name, Image, and Likeness
MAN 325	Strategic Human Resources Management
MAN 327	Innovation and Entrepreneurship
MAN 328	Consulting and Change Management
MAN 372T.21 (or 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
SDS 375	Sports Analytics

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.
