

Analytics and Business of Sports Minor – Program Requirements

| <i>Courses</i> | <i>Hours Required</i> |
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| <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 |
| ACC 310F | Foundations of Accounting |
| <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

6

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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.
