

SPORT ANALYTICS, BS

Bachelor of Science in Sport Analytics (650111BS)

The Bachelor of Science in Sport Analytics is a 120 credit hour program designed to provide students with quantitative skills and knowledge alongside sport industry experience in preparation for career(s) as a sport analyst.

The degree provides students with a unique skill set that can be utilized in all aspects of the sport industry including team operations and customer engagement for data-driven decision makers in sport organizations.

Requirements for Admission

- 2.5 average cumulative
- English Composition I and II (ENGL 111 & ENGL 112)
- Speech requirement (COMM 105 or COMM 106)
- College Algebra (MATH 145) or Calculus with Business Applications (MATH 210)
- Principles of Microeconomics (ECON 200) or Principles of Macroeconomics (ECON 201)
- One of the following courses:
 - Accounting Principles I (ACCT 201)
 - Spreadsheet Modeling & Decision Analysis (ACCT 250)
 - Introduction to Entrepreneurship (ENTRE 201)
 - Legal & Social Environment of Business (BLAW 220)
 - Marketing Principles (MKTG 205)

College of Business Undergraduate Programs

<http://www.uakron.edu/business/advising> (<http://www.uakron.edu/business/advising/>)
(330) 972-7042
businessadvising@uakron.edu
College of Business room 260

The following information has official approval of **The Department of Management** and **The College of Business**, but is intended only as a supplemental guide. Official degree requirements are established at the time of transfer and admission to the degree-granting college. Students should refer to the Degree Progress Report (Stellic) which is definitive for graduation requirements. *Completion of this degree within the identified time frame below is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.* The transfer process is completed through an appointment with your academic advisor.

Requirements Summary

Code	Title	Hours
	General Education Requirements (https://bulletin.uakron.edu/undergraduate/general-education/)	36
	Additional Business Requirements	4
	Sport Analytics Core Curriculum	59

Sport Analytics Electives	21
Total Hours	120

Recommended General Education Courses

Code	Title	Hours
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Students pursuing a bachelor's degree must complete the following General Education coursework. Diversity courses may also fulfill major or Breadth of Knowledge requirements. Integrated and Applied Learning courses may also fulfill requirements in the major.

Students are not required to enroll in the specific courses listed below. However, to facilitate successful degree completion, the academic department strongly encourages completion of the following recommendations.

Academic Foundations 12

Mathematics, Statistics and Logic: 3 credit hours

MATH 221 Analytic Geometry-Calculus I

Speaking: 3 credit hours

COMM 105 Introduction to Public Speaking
or COMM 106 Effective Oral Communication

Writing: 6 credit hours

ENGL 111 English Composition I

ENGL 112 English Composition II

Breadth of Knowledge 22

Arts/Humanities: 9 credit hours

PHIL 120 Introduction to Ethics

Natural Sciences: 7 credit hours

Social Sciences: 6 credit hours

ECON 200 Principles of Microeconomics

SOCIO 100 Introduction to Sociology

Diversity

Domestic Diversity

SOCIO 100 Introduction to Sociology

Global Diversity

ANTH 251 Human Diversity

Integrated and Applied Learning 2

Select one class from one of the following subcategories:

Complex Issues Facing Society

Capstone

Review the General Education Requirements page for detailed course listings.

Total Hours	36
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Additional Business Requirements

Code	Title	Hours
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General Education Mathematics Requirement

MATH 221 Analytic Geometry-Calculus I 4

Required Business Courses

BUSN 110 College of Business Success Seminar ¹

BUSN 111 Professional Development Seminar ¹

Recommended Business Courses

BUSN 200 Personal Leadership Skills

Total Hours	4
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¹ Only required for new first-year students. Transfer students are excluded from this requirement.

Sport Analytics Core Curriculum

Code	Title	Hours
ACCT 201	Accounting Principles I	3
ACCT 250	Spreadsheet Modeling & Decision Analysis	3
CPSC 200	Programming for Data Science	4
ECON 325	Applied Econometrics I	3
ECON 326	Applied Econometrics II	3
ECON 423	Applied Game Theory (Spring semester in even years)	3
FIN 301	Principles of Finance	3
MGMT 201	Management: Principles & Concepts	3
MGMT 304	Business Statistics	3
ISM 324	Database Management for Information Systems (Fall only)	3
MGMT 370	Financial Issues in Sport	3
MGMT 404	Current Topics in Sport Business	3
MGMT 470	Sport Business Consulting Project (Spring semester)	3
MKTG 205	Marketing Principles	3
STAT 462	Applied Regression and ANOVA (Spring only)	4
STAT 480	Statistical Data Management (Fall only)	3
STAT 483	Advanced Statistical Computing (Spring semester in even years)	3
STAT 484	Introduction to Machine Learning (Fall semester in even years)	3
STAT 485	Applied Analytics-Decision Trees (Spring semester in odd years)	3
Total Hours		59

Sport Analytics Electives

Code	Title	Hours
Choose courses from the following list to satisfy the University of Akron's minimum 120 completed credit hour total		
MKTG 335	Marketing Research	
MKTG 336	Marketing Research Lab	
MKTG 355	Consumer Behavior	
MKTG 375	Marketing & Sales Analytics	
MKTG 440	Brand Management	
ECON 310	Managerial Economics	
ECON 333	Labor Economics	
ECON 350	Women and the Economy	
ECON 405	Economics of the Public Sector	
ECON 427	Economic Forecasting	
ECON 438	Economics of Sports	
MATH 222	Analytic Geometry-Calculus II	
MATH 223	Analytic Geometry-Calculus III	
MATH 312	Linear Algebra	
ACCT 202	Accounting Principles II	
BLAW 220	Legal & Social Environment of Business	

ISM 310	Business Information Systems
ISM 315	Applications Development for Business Processes
ISM 325	Systems, Analysis, & Design
ISM 420	Data Networks and Security
ISM 425	Decision Support with Data Warehousing & Data Mining
ISM 427	Systems Integration
MGMT 422	Applied Sales in Sport
CPSC 209	Computer Science I
STAT 262	Introductory Statistics II
STAT 495	Statistical Consulting
MGMT 202	Introduction to Sport Business
MGMT 307	Strategic Leadership in Sport Business
	Approved 300/400 level mathematical sciences electives

Graduation Requirements – Review Stellic for Status

- 120 Credit Hours
- College of Business [residency](#) **Residency** = Last 15 credits earned in the College of Business
- UA Residency = Students must complete their final 30 credits in residence at The University of Akron
- At least 50% of the business core and major course requirements must be earned at The University of Akron
- Overall GPA = 2.3
- Major GPA = 2.0
- Business & Economics GPA = 2.0

Recommended Sequence

1st Year		Hours
Fall Semester		
BUSN 110	College of Business Success Seminar	1
ENGL 111	English Composition I	3
MATH 221	Analytic Geometry-Calculus I	4
SOCIO 100	Introduction to Sociology	3
	Natural Science Requirement with Lab	4
Hours		15
Spring Semester		
BUSN 111	Professional Development Seminar	1
COMM 105	Introduction to Public Speaking (Speaking Requirement)	3
ECON 200	Principles of Microeconomics (Social Science Requirement)	3
ENGL 112	English Composition II	3
STAT 261	Introductory Statistics I	2
STAT 262	Introductory Statistics II	2
	Arts Requirement	3
Hours		17
2nd Year		
Fall Semester		
ACCT 201	Accounting Principles I	3

ACCT 250	Spreadsheet Modeling & Decision Analysis	3
CPSC 200	Programming for Data Science (Students can substitute Computer Science I for this course with permission from the advisor)	4
MKTG 205	Marketing Principles	3
	Natural Science Requirement	3
	Hours	16
Spring Semester		
FIN 301	Principles of Finance	3
MGMT 201	Management: Principles & Concepts	3
MGMT 304	Business Statistics	3
STAT 462	Applied Regression and ANOVA (Spring only course)	4
	Humanities Requirement	3
	Hours	16
3rd Year		
Fall Semester		
ISM 324	Database Management for Information Systems (Fall only course)	3
MGMT 370	Financial Issues in Sport	3
STAT 480	Statistical Data Management (Fall only course)	3
	Sport Analytics Elective	3
	Complex Issues Requirement	3
	Hours	15
Spring Semester		
ECON 325	Applied Econometrics I	3
ECON 423	Applied Game Theory (Spring only course. Offered every other year - even years only.)	3
STAT 483	Advanced Statistical Computing (Spring only course. Offered every other year - even years only)	3
	Sport Analytics Elective	3
	Sport Analytics Elective	3
	Hours	15
4th Year		
Fall Semester		
MGMT 404	Current Topics in Sport Business	3
ECON 326	Applied Econometrics II	3
STAT 484	Introduction to Machine Learning (Fall only course. Offered every other year - even years only)	3
	Sport Analytics Elective	3
	Global Diversity Requirement	3
	Hours	15
Spring Semester		
MGMT 470	Sport Business Consulting Project (Spring only course)	3
STAT 485	Applied Analytics-Decision Trees (Spring only course. Offered every other year - odd years only)	3
	Sport Analytics Elective	3
	Sport Analytics Elective	3

Arts/Humanities Requirement

Hours	12
Total Hours	121