

**WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION**

COURSE TITLE: Seminar in Sports Analytics

COURSE NUMBER: SPM 400

PREREQUISITE(S): MAT 312 (prior 2016-2017 MAT 308), SPM 305

COURSE DESCRIPTION:

The course is designed for students from all backgrounds and degree levels interested in studying sport analytics. The class will discuss the theory, development and application of analytics in sports. Students will learn about the application of analytics in sports for the purpose of in-game strategy, player performance, team management, sport operations and fantasy competitions, sport marketing and digital analytics. This course covers the applications of analytics and sport using probability, statistics and other mathematical tools. This course will provide students with an understanding of the burgeoning field of analytics as applied to sports. Not only will the course demonstrate the application of analytics to sport operations, including non-game areas, but will also present the history of data analysis in sport.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Analyze the importance of data management and data presentation in the application of analytics.

Learning Objectives: The student will:

A-1 Discover that data must be 612 72 reWBTE 12 Tf(o)21(p)21(e)21(r)18(a)21(t)18(i)

marketing, digital marketing, mfg. and production analytics and facility management analytics

- B-3 Explain the current status of analytics in sports and understand their limitations.
- B-4 Solve and present issues in sport using a variety of sport analytics and statistical models
- B-5 Evaluate how sport analytics are used through various case studies.