

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	
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 302F 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 People Analytics (or MAN 337.7)	
<u>ANALYTICS, BUSINESS AND SPORTS</u>	<u>3</u>
MAN 372T.6 Performance and Sports Analytics (or MAN 337.6)	
<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	
ADV 378S/ P R 378S Business of Sports Television	

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CMS 363C	Communication and Sports
CMS 363P	Politics and Protest in Sports
EDP 376T	Sport and Performance Psychology
EUS 348.8/GSD 361P/J S 363	Sports and Politics in Germany
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

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.
