

 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Graduate Programs		UGPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner _____ Catalog _____					
	Department College (To obtain a course number, contact erudolph@fau.edu)							
Prefix Number	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) Lab Code	Type of Course	Course Title					
Credits (See Definition of a Credit Hour)	Grading (Select One Option) Regular Sat/UnSat	Course Description (Syllabus must be attached; see Template and Guidelines)						
Effective Date (TERM & YEAR)								
Prerequisites <i>Prerequisites, Corequisites and Registration Controls are enforced for all sections of course.</i>		Academic Service Learning (ASL) course Academic Service Learning statement must be indicated in syllabus and approval attached to this form. <table border="1" style="width: 100%;"> <tr> <td> Corequisites </td> <td> Registration Controls (For example, Major, College, Level) </td> </tr> <tr> <td colspan="2" style="height: 100px;"></td> </tr> </table>			Corequisites	Registration Controls (For example, Major, College, Level)		
Corequisites	Registration Controls (For example, Major, College, Level)							
Minimum qualifications needed to teach course: Member of the FAU graduate faculty and has a terminal degree in the subject area (or a closely related field).		List textbook information in syllabus or here						
Faculty Contact/Email/Phone		List/Attach comments from departments affected by new course						

Approved by Department Chair _____ <i>Ethlyn Williams</i> College Curriculum Chair _____ <i>Robert Pinsker</i> College Dean _____ <i>Marc Rhorer</i> UGPC Chair _____ UGC Chair _____ Graduate College Dean _____ UFS President _____ Provost _____	Date _____ <i>9/8/2025</i> _____ <i>9/12/2025</i> _____ <i>9/12/2025</i> _____ _____ _____ _____
--	--

Email this form and syllabus to UGPC@fau.edu 10 days before the UGPC meeting.



SPB-6706
Sport Analytics
2 credits

Professor:
Office:
Telephone: 561-297-
Email: @fau.edu
Office Hours:

Course Description

This course will introduce the skills, technologies, applications, and practices for decision making in sports and sports business. Examples of application include in-game strategies, player recruiting, training and injury prevention, fan engagement, business management, and so on.

Instructional Method

This course is a hybrid (mixture of in-person and online): class meets every week with online assignments. To facilitate live discussion, students are required to bring and display name tents while in class.

Prerequisites/Corequisites

This course is 2-credit and serves as a core/required course for MBA in Sport Management programs. The prerequisite is admission to an FAU graduate program.

Required Materials

There is no required textbook for this course. Instead, articles are listed in each module on Canvas as assigned readings. Note that *many of the articles are obtained through FAU Library electronic collections and are thus subject to copyrighted use for this course only.*

Important Dates

- Last day at 5 p.m. to drop/add courses without consequences; courses are fee liable after this date
- Last day to drop a course or withdraw without receiving an "F" in each course, with full fee liability
- Grades due

Course Objectives/Student Learning Outcomes

The course will examine the theory and practice of sport analytics in amateur and professional sport. At the end of this course, students will be able to:

- Communicate the definition and goals of sport analytics;
- Compare and contrast techniques for collecting, analyzing, and translating relevant data;
- Identify key analytics applications and data-driven insights in areas such as in-game decisions, player recruitment, contract negotiations, and team building;
- Identify key elements and steps to initiate and complete a sports analytics project for a sports organization;
- Perform elemental-level sports analytics tasks using Excel.

Course Grading Scale

Students will be graded on a scale of A through F according to the following schema:

A	93.00-100%	C	73-76.99%
A-	90-92.99%	C-	70-72.99%
B+	87-89.99%	D+	67-69.99%
B	83-86.99%	D	63-66.99%
B-	80-82.99%	D-	60-62.99%
C+	77-79.99%	F	< 60 %

Course Evaluation Method

Class participation	20 %
Discussion forum	20 %
Excel assignment	30 %
Final group project	30 %

Policy on Makeup Assignments, Late Work, and Incompletes

Submission on Canvas will be logged automatically. Except in the cases of religious, university-approved excuses, or true emergencies, late assignments will not be accepted *unless explicit prior permission is issued, in which case a penalty may be assessed to maintain fairness among students.*

A student who is passing a course but has not completed all work due to exceptional circumstances may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, and it is allowed only if the student is passing the course. The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must

be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

Attendance Policy

You are expected to attend all lectures and do all your assigned work during the corresponding module. Use your own judgment if you have to miss a “class” or module due to your personal or professional commitment. This course complies with the following university rule when applicable:

“Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance.

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in university-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student’s responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a university-approved reason the opportunity to make up work missed without any reduction in the student’s final course grade as a direct result of such action.”

Anti-plagiarism and Anti-cheating Policy

All submitted work or class presentations are expected to be of graduate-level quality. Unprofessional, incomprehensible, or sloppy format, writing, or presentation will result in lower grades. All submission may be filtered by the university anti-plagiarism system such as TurnItIn. You are allowed to use ChatGPT and other generative AI tools in your forum posts, case analyses, and/or final project, *as long as you cite the use of these tools appropriately*, similar to all references and resources. ***Not citing the use of these tools will be treated as violation of Code of Academic Integrity Policy*** (see below). Additionally, while these tools can support learning, be aware that data and facts provided by the tool are false unless you can confirm them with another source. ***You are solely responsible for the accuracy of your submissions.***

Artificial Intelligence (AI) Policy

The use of AI to assist in work assigned in this specific course is permitted for discussion forums, case analysis assignments, and term paper. However, such use must be properly documented and cited; failure to do so will be considered plagiarism. Use of AI for the final quiz is strictly prohibited and considered cheating. This policy is in compliance with FAU AI policy as cited below:

“FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work. FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment.

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student’s responsibility to comply with the instructor’s expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the Florida Atlantic Code of Academic Integrity, [Regulation 4.001](#).”

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high-quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. And anti-cheating software or systems, such as Honorlock and Respondus (Lockdown Browser), may be required for all quizzes and exams if they are administered online. Any students found to be submitting work that is not their own will be deemed in violation of the University’s honor code discussed above.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally, and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling>.

Disability/Accessibility Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with **Student Accessibility Services (SAS)** and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie, and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodation from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: [FAU Regulation 2.007](#).

Required Computing Hardware/Software

- Microsoft 365 Suite
- Reliable web browser (Chrome)
- Broadband (high-speed) Internet connection with a speed of 10 Mbps or higher
- Computer that runs latest version of Mac OS or Windows
- Functioning webcam and microphone

Minimum Technical Skills Requirements

The general and course-specific technical skills a student must have to succeed in the course include but are not limited to:

- Accessing Internet.
- Using Canvas (including taking tests, attaching documents).
- Using email with attachments.
- Creating and submitting files in commonly used word processing program formats such as Microsoft Office Tools.
- Downloading and installing software.

- Using presentation, graphics, and other programs.
- Posting and commenting in an online discussion.
- Searching the FAU library and websites.

Technical Support

Check the Canvas course homepage for Canvas and other technical support information. Note that your instructor will not be able to provide solutions to your technical issues. Also, you are responsible to obtain technical support for problems with the hardware and software on your own equipment or Internet connection of your own.

Course Topical Outline

This schedule serves as a **tentative** overview of the course progression. It is subject to change if necessary.

Module		Topic	Lecture Date	Online Assignment
1		Introduction to Sports Analytics		
2		Overview of Technical Background of Analytics		Discussion Forum A
3		In-Game Analytics and Strategies		Excel Assignment 1
4		Training Analytics and Injury Prevention		Discussion Forum B
5		Advanced Analytics Skills Using Excel		Discussion Forum C
6		Fan Engagement and Experience		Excel Assignment 2
7		Talent Identification and Recruiting		Discussion Forum D
8		Final Project Presentation		