

Course Syllabus

[Jump to Today](#) [Edit](#)

Course Syllabus

Sport Business Analytics

DTSC 2110

Spring 2023

Instructor Information

Instructor	Email	Office Location & Hours
John Tobias	jtobias@uncc.edu	Colvard Building, Office 1028H, 9am-3pm (Tues, Thurs)

General Information Description

The core purpose of sport business analytics is to convert raw data into meaningful and actionable information that enables sport business professionals and companies to make strategic business decisions.

This course will analyze the sports business world and delve into some of the most influential sports business decisions (past & recent) in history. This will consist of lectures, guest speakers from the sports business industry and will culminate with several individual and group projects.

Expectations and Goals

Upon successful completion of this course, students will:

Improve their overall problem solving and critical thinking ability.

Gain an understanding of basic statistical concepts and their applications in the sports world.

Obtain a broad survey of the methods used in sports data acquisition, processing, analysis, visualization and implementation.

Develop the ability to recognize, formulate, and analyze decision-making in sports.

Required Text

None

Website: All course material will be on Canvas (myuncc.edu)

Grading

Course participation includes reading and commenting on the class via online. Guest speaker questions, class projects and case studies are to be done individually. The final project is to be done in groups of 2-4 (depending on overall class size).

Case Studies (Individual Decision Makers) 25%

Case Studies (Professional Sports Franchises) 25%

Guest Speaker Projects 25%

Classroom Assignment/Overview Quizzes 15%

Course Participation/Attendance- 10%

Total (100 points) 100%

Grading Scale

The following shows the grading scale to be used to determine the letter grade. Percentage of total points:

90% - and above A

87% - 89% B+

80% - 86% B

77% - 79% C+

70% - 76% C

67% - 69% D+

60% - 66% D

59% and below F

Course Schedule

Week	Subject	
Week 1 (1/9)	Introductions/Expectations	
Week 1 (1/11-1/13)	<p>The Past, Present & Future of Combat Sports</p> <p>Almost 30 years ago, on November 12th, 1993, the Ultimate Fighting Championship (UFC) held its first event in Denver, Colorado. The event was designed as an eight-man tournament that featured fighters from various disciplines — Karate, Brazilian Jiu-Jitsu, Wrestling, Boxing, Kickboxing, and Taekwondo — with the idea that the winner would determine which martial art was superior. Fighters weren't separated into weight classes. They didn't wear gloves. There were no judges, no time limit, and the fights could only end one of three ways — by submission, knockout, or the fighter's corner throwing in the towel. The two main issues at the time: 1) only the winners were paid & 2) arenas were half-full. Now the UFC is a billion-dollar business. We will do a case study on what marketing & businesses strategies the UFC implemented to make them a popular sport, especially with the young demographic as well as how the business model of boxing has completely changed.</p>	
Week 2 (1/16-1/20)	<p>The Financial Impact when a Star Athlete Leaves or Stays</p> <p>When a superstar athlete leaves a team, not only does it break the hearts of fans, but it also breaks the financial windfall of that city. This week, we will use examples of Lionel Messi, LeBron James & Giannis Antetokounmpo & the impact all three had on the team & city that they went to as well as the team/city that they left behind.</p>	
Week 3/4 (1/23-1/30)	<p>Charlotte FC</p> <p>Analytics in sports is not only used for team & player performance, but also to increase fan attendance. Charlotte FC is not only looking for fan attendance but building a soccer culture from the ground up. In this case study we will do a deep dive on what makes an expansion team thrive in a brand-new city, including having Charlotte FC's CFO as a guest speaker</p>	
Week 5 (2/6-2/10)	Super Bowl LVII	
Week 6 (2/13/2/17)	<p>The Intersection of Sports Media & Sports Business</p> <p>Students will be educated on sports media and how the landscape has changed to where popular debate shows not only talk about what happens on the field, but the decisions that are made off the field.</p>	
Week 7 (2/20-2/24)	<p>Elevate Sports Ventures- Sports Marketing Analytics</p> <p>Members from Elevate Sports Ventures (a sports & entertainment consulting firm) will be in class to not only educate students about the sports entertainment industry, but will assign a 1-2 week group project as well</p>	
Week 8 (Spring Break: Week of 2/27-3/3)		

Wish list after Spring Break:

Week 10/11 (3/14-3/24) Carolina Panthers & the NFL

In most cases when a team has a good record or bad record, the product that is on the field is a direct reflection on the decisions that were made from the front office (Coach, GM, Owner, etc). As teams prepare for the NFL Draft on April 28th, we will do a deep dive on the Carolina Panthers & other teams by not only looking at the current situation that they are in, but the business decisions that need to be made to put them in a better position for 2023 & beyond.

Week 12/13 (3/28-4/7) The Business of College Athletics: Name, Image, Likeness

College Athletics will never be same after a historic law was passed last summer to where student athletes can now get paid for their name, image & likeness. We will spend the next few weeks not only looking at examples, but ideas that can be used to help our own student athletes

Week 14/15 (4/11-4/21) Charlotte Hornets & the NBA

This could be the first time since 2015 that the Charlotte Hornets can make the NBA Playoffs. During these next two weeks, not only will we examine their most recent success, but have a guest speaker to breakdown some of the key business decisions they have made to increase fan attendance at home games.

Week 16 (4/25-4/27) Charlotte AD Mike Hill (Case Study-College Athletics)

During this pandemic, very few businesses have been hit harder than college athletic programs; especially the programs that had many football & basketball games be canceled in 2020-2022. We will examine the revenue streams that make college athletic programs profitable as well as what can be done to help generate profits that were lost through analytics and to prevent more team sports to be cut.

Course Policies

Syllabus Changes:

The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes to this syllabus posted on the course Canvas website.

Attendance:

Students are expected to attend all class meetings and to arrive before the class starts. Class topics are integrated, with each week building on prior weeks. Failure to attend or to arrive on time can adversely affect both individual performance, ability to contribute to the group project, and the earned letter grade. If a student misses a class due to work or other reasons, it is their responsibility to get notes from peers; instructors do not hold extra repeat class sessions.

In Class Participation grades will be 0 for classes that are missed.

Students are encouraged to work directly with their instructors regarding class absences for medical appointments, military/court orders, and/or personal and family emergencies, such as a death in the immediate family, where a student is able to provide an instructor with appropriate supporting documentation of the absence. The final decision for approval of absences and missed work or make-up work is determined by the instructor.

The Office of Student Assistance and Support Services (SASS) can provide notification to faculty of emergency situations, when a student is unable to do so and when the office has been made aware of such emergencies. In such situations, the SASS office may also be able to assist with verification of such emergencies, once a student is able to return to classes. The SASS office does not provide verification of absences for car trouble, weather issues, personal

activities, work, weddings, vacations, or University-sponsored events. Absences related to such activities should be discussed directly with the faculty member.

Should a student need assistance from the SASS office in verifying an emergency situation, they can submit an online request form and attach supporting documentation. Please note that students are not required to go through the SASS office at any time regarding absence verification, and the SASS office does not have the authority to excuse absences, allow for make-up work, or provide other academic accommodations.

In cases of absence due to pregnancy or parenting (pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these conditions), students should contact the Title IX Office to obtain absence verification by completing the form at <http://bit.ly/332eaGd>.

Grade Discussions:

The instructor will discuss grades only in person (and not via telephone or e-mail) and only with the student (not with parents, spouses, etc). Office hours are listed in the syllabus.

Electronic Devices:

Students are not allowed to use any electronic devices during the class, unless otherwise instructed by the instructor.

Inclement Weather:

University Policy states the University is open unless the Chancellor announces that the University is closed. The inclement weather hotline number to call is 704-786-2877. In the event of inclement weather, check your email and NinerAlerts. The instructors generally only cancel class if the University is closed.

COVID-19 Protection:

It is the policy of UNC Charlotte for the Fall 2020 semester that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the 49er community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings while in buildings including in classrooms and labs. Students are permitted to remove face coverings in classroom or lab settings only when I explicitly grant permission to do so (such as while asking a question, participating in class discussion, or giving a presentation) and while at an appropriate physical distance from others. Failure to comply with this policy in the classroom or lab may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Office of Student Conduct and Academic Integrity for charges under the Code of Student Responsibility.

Students are expected to attend every class and remain in class for the duration of the session when it is safe to do so in accordance with university guidance regarding COVID-19. Failure to attend class or arriving late may impact your ability to achieve course objectives which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a

responsibility for all the work of class meetings, including tests and written tasks. Any unexcused absence or excessive tardiness may result in a loss of participation points.

Students are encouraged to work directly with their instructors regarding their absence(s). For absences related to COVID-19, please adhere to the following:

Do not come to class if you are sick. Please protect your health and the health of others by staying home. Contact your healthcare provider if you believe you are ill.

If you are sick: If you test positive or are evaluated by a healthcare provider for symptoms of COVID-19, complete this form to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.

If you have been exposed to COVID-19 positive individuals and/or have been notified to self-

quarantine due to exposure, complete this form to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.

To return to class after being absent due to a COVID-19 diagnosis or due to a period of self-quarantine, students should submit an online request form to Student Assistance and Support Services (SASS). Supporting documentation can be attached directly to the request form and should be from a student's health care provider or the Student Health Center, clearly indicating the dates of absences and the date the student is able to return to class. Instructors will be notified of such absences.

If you are absent from class as a result of a COVID-19 diagnosis or quarantine, as instructor I will work with you to develop a plan to complete the course. The final decision for approval of all absences and missed work is determined by the instructor.

Code of Student Responsibility:

“The UNC Charlotte Code of Student Responsibility (the Code) sets forth certain rights and responsibilities in matters of student discipline. The Code defines these responsibilities and guarantees you certain rights that ensure your protection from unjust imposition of disciplinary penalties. You should familiarize yourself with the provisions and procedures of the Code” (Introductory statement from the UNC Charlotte brochure about the Code of Student Responsibility). The entire document may be found here.

Academic Integrity:

All students are required to read and abide by the Code of Student Academic Integrity. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online. Faculty may ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

Course Credit Workload:

This 3-credit course requires 3 hours of classroom or direct faculty instruction and 2-4 hours of out-of-class student work each week for approximately 15 weeks. Out-of-class work may include but is not limited to: providing analytic data for one of the Charlotte teams, written assignments, project based assignments, and studying for quizzes.

Special Needs:

If you have a documented disability and require accommodation in this course, contact Disability Services, Fretwell 230, phone: 687 4355 voice/TDD) the first week of the semester. Information about available services may be found at Office of Disability Services.

Accommodations for learning will be arranged by that office and communicated to the Instructor. If you speak English as a second language, please inform the instructor.

Diversity Statement:

UNC Charlotte strives to create an academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

All students are required to abide by the Sexual Harassment Policy and the Standard for Responsible Use of Information Resources. Sexual harassment, as defined in the UNC Charlotte Sexual Harassment Policy, is prohibited, even when carried out through computers or other electronic communications systems, including course-based chat rooms or message boards.

Religious Accommodation:

It is the obligation of students to provide faculty with reasonable notice of the dates of religious observances on which they will be absent by submitting a Request for Religious Accommodation to their instructor prior to the census date for enrollment for a given semester. The census date for each semester (typically the tenth day of instruction) can be found in UNC Charlotte's Academic Calendar.
