

Course Syllabus

DTSC 3400

Sports Analytics Summer Practicum

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Start Time: 10:00:00 AM

End Time: 11:30:00 AM

Location: Woodward Hall 254 (first day of class/May 22nd)

Description: This 3-credit hour course includes each week completing a one-week sports analytics project for the following organizations: **Carolina Panthers, Charlotte Hornets, ESPN & NFL Network**. For each weekly project, students will be broken into project teams to receive business challenges from **Panthers, Hornets, NFL Network & ESPN** executives on team performance, player performance and several other areas of organizational need. Each project team will work together to perform research and develop recommendations to achieve the franchise's business objectives. Every Friday, each team will make a final presentation of recommendations to team executives in a boardroom type setting.

Goal: The overall purpose of this class is 1) to gain a deeper understanding of the impact analytics has in the sports industry, 2) to give students the experience to work on projects given to them by sports professionals & 3) establish connections with industry professionals as well as fellow students.

Schedule Format:

On **Mondays**, class meets onsite (except for the first day where students will meet in Woodward 254) at the organization's headquarters at 10am (to meet team execs and to be given your project) & **Fridays** (to present your project results).

-Students will meet **Tuesdays, Wednesdays, and Thursdays** with their individual group to work on their project(s). This can be either virtual or in class

Week 1/2 (Starting May 23): Charlotte Hornets (team headquarters)

Week 3 (June 5-9): Carolina Panthers (team headquarters)

Week 4 (June 12-16): NFL Network (virtual)

Week 5 (June 19-23): ESPN/SEC Network (headquarters)

Grading process: 100% of your grade will consist of team synergy, individual critical thinking, accuracy of the project and your delivery when presenting.