

# Course Syllabus

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Sport Business Analytics

DTSC 2110

Fall 2024

Instructor Information

<b>Instructor</b>	<b>Email</b>	<b>Office Location &amp; Hours</b>
<b>John Tobias</b>	<a href="mailto:jtobias@uncc.edu">jtobias@uncc.edu</a>	Colvard, 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:

1. Improve their overall problem solving and critical thinking ability.
2. Gain an understanding of basic statistical concepts and their applications in the sports world.
3. Obtain a broad survey of the methods used in sports data acquisition, processing, analysis, visualization and implementation.
4. Develop the ability to recognize, formulate, and analyze decision-making in sports.

Required Text

**None**

## **Attendance Expectations**

Though this class is scheduled to be taught on M, W & F, there will be many cases (due to my weekend travel schedule with ESPN) where there won't be class on Friday. This means that I set a very high premium when it comes to attendance. Please read this carefully for your benefit: If you miss two classes, your overall grade will drop by 10 points. After two absences, any absence will cause an additional 5-point drop in your overall grade.

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/College Athletics) 25%

Guest Speaker Projects 25%

Classroom Assignment/Overview Quizzes 20%

Course Attendance- 5%

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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 (8/19) Introductions/Expectations**

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#### **Week 1 (8/21-8/23) The Importance of Home Attendance in Sports**

The fight to get people to attend live events has never been more in-demand. We will examine the impact fan attendance & TV deals have changed the landscape of sports.

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#### **Week 1 (8/21-8/23) Combat Sports**

We will do a case study on what marketing & businesses strategies boxing & the UFC have implemented to make them a popular sport, especially with the young demographic as well as how the business model of boxing has completely changed.

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#### **Week 2/3 (8/26-9/4) The Power of College Football**

The landscape of college athletics has currently changed like never before & the root cause is the revenue money maker known as college football. We will examine the impact college football is having on both large & small athletic programs.

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#### **Week 4 (9/9-9-11) Case Study- Lionel Messi**

No player in recent memory has made a bigger impact on a team and an entire league like the arrival of Lionel Messi to Inter Miami & the MLS. We will do an entire case study on the seismic shift Messi has made & if other well-known athletes can have a similar impact.

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#### **Week 5 (9/16- 9/20) Equal Pay in Sports**

**Week****Subject**

When it comes to sports, equal pay among genders is a rarity. But in certain sports (like U.S Soccer), that's starting to change. We will examine if equal pay is appropriate in certain sports, all sports or no sports.

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**Week 6/7 (9/23-10/2) The Business of College Athletics: Name, Image, Likeness**

College Athletics will never be same after a historic law was passed in July 2021 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.

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**Week 8 (10/7-10/9) The Financial Impact when a Star Athlete Leaves or Stays**

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 Kylian Mbabe, 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.

**Week 9 (Fall Break- Week of Oct 14th)**

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**Week 10/11 (10/21-10/30) Elevate Sports Ventures-Sports Marketing Analytics**

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

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**Week 12/13 (11/4-11/13) Portland Trailblazers- Case Study**

Last season was a tough season for the Portland Trailblazers. But a few right decisions based on data could change their trajectory. This week we will have a member of the Trailblazers talk about the team as well as the impact analytics has shaped them both on & off the court.

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**Week 14 (11/18-11/20) The Importance of Data, Stats & Analytics when Negotiating Contracts (Sports Agent)**

Students are educated on how sports agents use stats & analytics when negotiating contracts for their clients. Students are given a project to determine if the Carolina Panthers or Charlotte FC should keep, release or resign their starting players who are up for free agency (after this season) based on stats & analytics as well as their draft position; what players will be available either through free agency or the draft.

**Week**

**Subject**

**Week 15 (Thanksgiving Break- Week of Nov 25th)**

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**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:**

Last Date of Attendance:

The United States Department of Education requires UNC Charlotte's Office of Financial Aid to determine if a student who receives financial aid and fails to earn a passing grade in a course has actually attended and/or completed the course. If you earn an F or U grade, your last date of attendance will be reported to the United States Department of Education. This may require you to pay back any financial aid funds received for this course.

(For additional information, see Last Date of Attendance FAQs on the Registrar's website.)

Absenteeism or Tardiness Policy: Students are expected to attend every class and remain in class for the duration of the session. 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.

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Class Absence(s): The instructor has the authority to excuse a student's class absence(s) and to grant a student an academic accommodation (turn in a late assignment, provide extra time on an assignment, reschedule an exam, etc.). However, under Academic Affairs Policy on Course Attendance and Participation, University-sanctioned events or activities are considered excused absences. A University-sanctioned event or activity is one in which a student formally represents the University to external constituencies in athletic or academic activities. This policy does not supersede individual program attendance and/or participation requirements that are aligned with accreditation or licensure. For more information and student responsibilities to account for such an absence, see [provost.charlotte.edu/policies-procedures/academic-policies-and-procedures/course-attendance-and-participation](http://provost.charlotte.edu/policies-procedures/academic-policies-and-procedures/course-attendance-and-participation).

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.

For absences due to religious observances, students must provide the instructor with written notice of requested accommodations no later than the 10th day of instruction for the semester. The instructor and the student should then discuss what a reasonable accommodation should be in the given case and then document this agreed-upon accommodation. University Policy 409 provides more details about this procedure.

The Office of Civil Rights and Title IX is available as a resource if students or faculty have questions about the process. 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

**Week****Subject**

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.

**Week****Subject****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:



**Week****Subject**

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

**Week****Subject**

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.

**Week****Subject****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.

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