

**GEORGE MASON UNIVERSITY**  
**College of Education and Human Development**  
*School of Sport, Recreation and Tourism Management*  
**Sports Analytics SPMT-425-DL1 (3)**  
*Fall 2023*

<b>DAY/TIME:</b>	Asynchronous	<b>LOCATION:</b>	Online
<b>PROFESSOR</b>	Noelle Fanella	<b>EMAIL ADDRESS</b>	nfanella@gmu.edu
<b>OFFICE LOCATION:</b>	Krug 213D	<b>PHONE NUMBER:</b>	630-220-4316
<b>OFFICE HOURS:</b>	<i>By appointment</i>	<b>FAX NUMBER:</b>	N/A

**Prerequisites/Corequisites**

STAT 250

**UNIVERSITY CATALOG COURSE DESCRIPTION**

Discusses theories and concepts in sport analytics. Topics cover player performance, player management, sports data strategies, team management, and game-day operations and strategies.

**COURSE OVERVIEW AND LEARNING OBJECTIVES**

This course prepares students to gain an appreciation and knowledge of sport management while analyzing the strategies and concepts that are apparent within today's industry. At the conclusion of this course, students will be able to:

- 1) Analyze the concepts and characteristics of analytics in sports today.
- 2) Successfully interpret the aspects of analytics in sports today, i.e. impact of analytics in sports, player data, player data points, performance data tracking, etc.
- 3) Comprehend and engage in critical thinking with the analytic topics in sports today, while analyzing the importance of these aspects toward players, coaches, teams, etc.
- 4) Obtain a unique perspective of the growing trend and field of sports analytics, while recognizing the reasons for doing so within sports today.
- 5) Absorb and gather insight on the strategies and concepts being used today to evaluate player/team performance related to sports analytics.
- 6) Comprehend and effectively analyze the different trends of sports analytics today, while assessing the outcomes and concepts of the impact within the sports analytics field.

**COURSE DELIVERY METHOD**

This course will be delivered online using an asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before "@masonlive.gmu.edu) and email password. The course site will be available online on August 20, 2023, at midnight.

**TECHNICAL REQUIREMENTS**

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.

## **EXPECTATIONS**

- **Course Week:** Because asynchronous courses do not have a "fixed" meeting day, our week will start on Monday morning at 5:00 am, and finish on Sunday night at 11:59 pm
- **Log-in Frequency:** Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least five times per week.
- **Participation:** Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical Competence:** Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- **Technical Issues:** Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload:** Please be aware that this course is not self-paced. Students are expected to meet specific deadlines and due dates. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- **Instructor Support:** Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- **Netiquette:** The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so that others do not consider them as personal offenses. Be positive in your approach with others and diplomatic in selecting your words. Remember that you are not competing with classmates but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- **Accommodations:** Online learners who require effective accommodations to ensure accessibility must be registered with George Mason University Disability Services.

## **ALTERNATIVE WORK**

*There is NO make-up work.* Only those excused absences supported by documentation will be addressed at the instructor's discretion on an individual basis (e.g. a physician's note for an illness). Alternative work due to intercollegiate athletic competitions or other legitimate university activity must be arranged **PRIOR** to due date. A grade of '0' will be assigned to all missed work unless otherwise determined by the instructor. You are strongly encouraged to hand assignments in on time.

## **GRADING**

The instructor is solely responsible for assigning grades. As such, the instructor reserves the right to assess student performance in each of the categories identified in the EVALUATION section of this syllabus. Student non-compliance with stated academic, honor, attendance, or participation expectations will result in a '0' for the associated evaluation.

## REQUIRED READINGS

No books are required. Any text for discussions or assignments will be provided.

## REQUIRED TECHNOLOGY

Microsoft Excel 2019 or later

Tableau (Free access token will be provided)

Microsoft PowerPoint, Google Slides, or Canva

LinkedIn Learning (Free for students)

## EVALUATION

This course will be graded on a percentage system, with a total of 100% possible for each assignment; your grade will be calculated by using the formula explained under the requirements. Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

## GRADING POLICIES

A = 94-100	B+ = 88-89	C+ = 78-79	D = 60-69
A- = 90-93	B = 84-87	C = 74-77	F = 0-59
	B- = 80-83	C- = 70-73	

Quizzes and Assignments	% of Grade
<b>Terms and Concepts Quizzes:</b> Students are required to complete online quizzes demonstrating knowledge gained from provided material. Quizzes are matching, multiple choice, and short answer. There are <b>five terms and concepts quizzes</b> throughout the duration of the course.	<b>10%</b>
<b>Assignments:</b> Students are required to learn the programming language R. Students will use developed datasets to demonstrate comprehension and techniques learned throughout the course.	<b>70%</b>
<b>Discussions:</b> Students are required to answer discussion question prompts throughout the course. The responses are expected to be a few sentences that enhance your understanding of the industry.	<b>20%</b>

## PROFESSIONAL BEHAVIOR

Students are expected to exhibit professional behaviors and dispositions at all times.

## TENTATIVE COURSE SCHEDULE

The course schedule is tentative based on progress.

Week	Date	Overview	Assignments Due
1	Aug 21	Course Introduction and Intro to Excel	1. Introduction Discussion 2. Excel Video Intro - 1
2	Aug 28	Intro to Analytics Terms	1. Excel Video 2 2. Vocab Quiz 1
3	Sept 4	Data Management	1. Excel Videos 3 & 4 2. Vocab Quiz 2
4	Sept 11	Formulas, Functions, and Charts	1. Excel Videos 5 & 6 2. Vocab 3
5	Sept 8	Partnership Evaluation	1. Partnership Assignment
6	Sept 25	Critical Thinking	1. Vocab Videos 4 & 5 2. Discussion
7	Oct 2	NBA Expansion	1. NBA Expansion
8	Oct 9	Fall Break	No Assignments
9	Oct 16	Intro to Tableau	1. Tableau Videos 1 & 2
10	Oct 23	Calculations and Analyzing Data	1. Tableau Videos 3, 4, & 5 2. Discussion
11	Oct 30	Filtering and Visualizations	1. Tableau Videos 6, 7, 8 2. Discussion
12	Nov 6	Formating Visualizations	1. Tableau Videos 9, 10, 11 2. Discussion
13	Nov 13	Ticket Pricing Strategy	1. Ticketing Assignment
14	Nov 20	Dashboard Design	1. Tableau Video 12 2. Discussion

15	Nov 27	Dashboard Assignment	1. MLB Dashboard Assignment
	Dec 3	Course Completion	

*Note: Faculty reserves the right to alter the schedule as necessary.*

## STUDENT EXPECTATIONS

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ds.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

### *Campus Resources*

- Questions, or regarding use of Blackboard should be directed to: <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>
- For additional information on the School of Sport, Recreation, and Tourism Management, please visit our website [See <http://srtm.gmu.edu>].
- *Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:* As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you

wish to speak with someone confidentially, please contact one of Mason's confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason's Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

#### **CORE VALUES COMMITMENT**

The College of Education and Human Development (CEHD) is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

