

## **SM 4650: Sports Analytics**

### **3 Credit Hours**

*Prerequisite: Admission to the Sports Management Program*

This course focuses on statistical applications in the field of sport management. Students will be introduced to analytical methods used to explain current trends in the sports marketplace. Students will learn how to formulate a research hypothesis and analyze that hypothesis using statistical software and statistical techniques including correlation, hypothesis testing, analysis of variance, nonparametric techniques, and regression. Students will also learn how to write a report based on the findings of their research.

## **SM 4700: Sports Economics**

### **3 Credit Hours**

*Prerequisite: Admission to the Sport Management Program and SM 3200*

This course applies economic principles to sports. Economic models from industrial organization, public finance, labor economics, game theory, macroeconomics, and other fields of economics are used to gain a better understanding of sports and the modern sports industry.

## **SM 4800: Sports Finance**

### **3 Credit Hours**

*Prerequisite: Admission to the Sport Management Program, and SM 3200*

This course covers basic principles of finance as they relate to sports. Emphasis is placed current practices and issues relating to funding, budgeting, and revenue acquisition in sports through private and public means. Topics include taxing and borrowing, ticket sales, concessions, broadcast sales, and sponsorship. The course includes an introduction to collection and analysis of sports business data.

## **SM 4850: Sport Event Management**

### **3 Credit Hours**

*Prerequisite: Admission to the Sport Management Program, SM 3000, SM 3050, SM 4700 and SM 4800*

This course focuses upon how to successfully plan and execute sport events. Topics addressed include the determination of objectives, developing a budget, marketing, recruiting attendees, and safety topics.

Notes: This course may be cross-leveled with EHS 6450