

Analytics and Business of Sports Minor

Few industries capture the attention and passion of young people as much as sports. Young people of all ages grow to idolize athletes and organizations, propelling attachments that last a lifetime. This interest has spawned multibillion dollar industries ranging from advertising, clothing, lifestyle brands, media, and entertainment. In turn, millions of young Americans aspire to build their professional careers around sports in various forms.

This minor aims to equip students with the perspectives, knowledge, and lessons about leadership, ethics and analytics that transcend beyond any one industry. The broader objectives of the program include equipping students with analytical talents that will propel their success in a competitive economy that is characterized around managing for exceptional performance.

The minor is designed for undergraduate students with ambitions to study sports and the leadership, analytics, and business lessons that can apply more broadly. With the advent of sabermetrics in baseball and the explosion analytics across the four major sports, the context for understanding such the underpinnings and consequences of talent acquisition, team dynamics, compensation, biophysical markers of health, etc. is unparalleled. Further, there are additional lessons in data visualization, data analytics, specialty statistics (e.g., spatial statistics), media, branding, and so on, that can link to and build on other courses currently taught within McCombs.

Admission

Admission to the minor is based on students' overall academic record, including but not limited to hours and rigor of courses taken in residence, demonstrated interest, and The University of Texas at Austin grade point average.

Total Hours Required: 18

Requirements

Requirements are listed in the table below. Additional requirements may follow the table, so be sure to read the entire page. Some required courses listed below may also satisfy [General Education](#) requirements, including [Core Curriculum](#). Students should also review the [University's Undergraduate Minor and Certificate Requirements and Policies](#).

Code	Title	Hours
Business Fundamentals		
Hours chosen from:		3
MAN 320F	Foundations of Management and Organizational Behavior	
MAN 336	Organizational Behavior	
FIN 320F	Foundations of Finance	
FIN 357	Business Finance	
MKT 320F	Foundations of Marketing	
MKT 337	Principles of Marketing	
HDO 301	Introduction to the Human Dimensions of Organizations	
MIS 302F	Foundations of Information Technology Management	
MIS 301	Introduction to Information Technology Management	

Analytical Foundations		
Hours chosen from:		3
ECO 329	Economic Statistics	
SDS 301	Elementary Statistical Methods	
SDS 302F	Foundations of Data Analysis	
SDS 320E	Elements of Statistics	
SOC 317L	Introduction to Social Statistics	
PSY 317	Statistical Methods in Psychology	
STA 301	Introduction to Data Science	
Using Analytics to Manage People and Performance		
MAN 372T.18	People Analytics	3
Analytics, Business and Sports		
MAN 372T.6	Performance and Sports Analytics	3
Electives related to sports, managing people, and leading organizations		
Hours chosen from:		6
ADV 305S	Introduction to Integrated Communication for Sports	
or P R 305S	Introduction to Integrated Communication for Sports	
ADV 348S	The Business of Sports Media	
or J 348G	The Business of Sports Media	
CMS 363C	Communication and Sports	
CMS 363P	Politics and Protest in Sports	
EDP 376T.12	Sport and Performance Psychology	
J 326F	Reporting Sports	
KIN 312.5	Sport Industry in America	
KIN 312M	Management of Physical Activity and Sport Programs	
KIN 352K.6	Race and Sport in African American Life	
KIN 352K.31	Sport, Society, and the International Olympic Movement	
KIN 353	Sport Law	
KIN 354	Sport and Event Marketing	
KIN 356	Revenue and Budgeting in Sport	
KIN 357	Strategic Management of Sport Organizations	
LEB 372T.2	Name, Image, and Likeness	
MAN 325	Strategic Human Resources Management	
MAN 327	Innovation and Entrepreneurship	
MAN 328	Consulting and Change Management	
MAN 372T.21	The Art and Science of Negotiation	
MKT 363	Professional Selling and Sales Management	
MKT 354.2	Sales Strategy and Steering	
RTF 365.9	Media Industries and Entrepreneurship	
or SOC 352E	Media Industries and Entrepreneurship	
College Requirements - Communication		
Undergraduate Minor and Certificate Requirements and Policies		
Total Hours		18

Additional Requirements and Policy

- Other courses may be considered for substitution, as approved by the Business of Sports Minor Committee.