

# SPORTS ADMINISTRATION, MA SPORTS ANALYTICS SPECIALIZATION

This specialization with electives that are offered only online provides technical and leadership training required for key positions in sports team management and analytics. It provides an understanding of how to work in sports management roles in today's data-intensive and data-driven world. Building upon Northwestern University's graduate program in predictive analytics and data science, it reviews key technologies in analytics and modeling, probability theory, applied mathematics, statistics and programming. It shows how analytic techniques may be utilized in evaluating player and team performance and in sports team administration. Students pursuing the Sports Analytics specialization are required to take the four-course, online data science sequence to fulfill both core and elective requirements. MSA electives do not qualify for this specialization.

## Curriculum

### Core Courses (7 units)

Course	Title
MSA 402-DL/402-0	Fundamentals of Sports Marketing
MSA 403-DL/403-0	Management and Organization of Sports
MSA 404-DL/404-0	Sports Business: Finance, Accounting and Economics
MSA 405-DL/405-0	Legal and Ethical Issues in Sports Management
MSA 406-DL/406-0	Sports Public Relations and Crisis Management
MSA 451-DL/451-0	The Technology of Sport
MSA 498-DL/498-0 or MSA 590-0	Capstone Thesis Research

### Specialization Courses (4 units)

Course	Title
MSDS 400-DL	Math For Data Scientists
MSDS 401-DL	Applied Statistics with R
MSDS 456-DL	Sports Performance Analytics
MSDS 457-DL	Sports Management Analytics

## About Final Project

The capstone project course is the culmination of the MSA program and demonstrates a student's mastery of the curriculum and a firm understanding of the fundamental principles that guide the diverse field of sports administration. Students may choose this course to fulfill their capstone requirement. Students may also choose to complete a thesis. The final thesis project should be viewed as an opportunity to engage in sustained independent study on a sports administration topic that draws on and integrates a number of different perspectives that students have been introduced to in various MSA courses. The project must consist of original intellectual analysis (but need not consist of primary research from student) that addresses a contemporary sports administration problem defined and developed in concert with an extensive literature search. The thesis project can begin from a question arising in a student's work setting that could be appropriately addressed by material learned in the program.

*Pre-requisite: Students may take one other course simultaneously with MSA 498-DL Capstone . All other course requirements must have been completed prior to the commencement of this course.*

Course	Title
<b>Choose one</b>	
MSA 498-DL/498-0	Capstone
MSA 590-0	Thesis Research