**BACHELOR OF ARTS (BA) DEGREE WITH A MAJOR IN SPORT MANAGEMENT AND A MAJOR CONCENTRATION IN SPORT ANALYTICS**

Program Learning Outcomes for the BA Degree with a Major in Sport Management and a Major Concentration in Sport Analytics

Upon completing the BA Degree with a major in Sport Management and a major concentration in Sport Analytics, students will be able to:

1. Communicate the models in sport analytics, both written and orally.
2. Analyze data using statistical analysis, data mining, and visualization.
3. Provide recommendations for business decisions based on data analysis.
4. Produce a marketing plan specific to a product in the sport industry.
5. Develop and hone professional skills through classroom learning and experiential learning through a steady progression of internships with added responsibilities.

Requirements for the BA Degree with a Major in Sport Management and a Major Concentration in Sport Analytics

For general university requirements, see Graduation Requirements [here](https://ga.rice.edu/undergraduate-students/academic-policies-procedures/graduation-requirements/). Students pursuing the BA degree with a major in Sport Management and must complete:

- A minimum of 15 courses (46-48 credit hours, depending on major concentration declared) to satisfy major requirements.
- A minimum of 120 hours to satisfy degree requirements.
- A minimum of 9 courses (28-29 credit hours, depending on major concentration declared) taken at the 300-level or above.
- The requirements of a major concentration. When students declare the major ([here](https://ga.rice.edu/undergraduate-students/academic-opportunities/majors-minors-certificates/#text)) in Sport Management, students must additionally identify and declare one of three major concentrations, either:
  - Sports Analytics ([here](https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-sports-analytics/)) designed to prepare our graduates to handle the roles within the sport industry.
  - Sport Law ([here](https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-law-concentration/)) designed to prepare our graduates for management, leadership, and entrepreneurial roles within the sport industry.
  - Sport Leadership ([here](https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-leadership/)) designed to prepare our graduates for management, leadership, and entrepreneurial roles within the sport industry.

Because of the common core requirements, it is possible for students to change their major concentration at any time, even after initially declaring the major. To do so, please contact the Office of the Registrar ([here](https://registrar.rice.edu/facstaff/degreeworks/officialcertifier/)).

The courses listed below satisfy the requirements for this major. In certain instances, courses not on this official list may be substituted upon approval of the major's academic advisor, or where applicable, the department's Director of Undergraduate Studies. (Course substitutions must be formally applied and entered into Degree Works by the major's Official Certifier ([here](https://registrar.rice.edu/programs-study/undergraduate-students/academic-policies-procedures/graduation-requirements/)). Students and their academic advisors should identify and clearly document the courses to be taken.

**Summary**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Credit Hours Required for the Major in Sport Management (depending on major concentration declared)</td>
<td>46-48</td>
</tr>
<tr>
<td></td>
<td>Total Credit Hours Required for the BA Degree with a Major in Sport Management</td>
<td>120</td>
</tr>
</tbody>
</table>

**Degree Requirements**

<table>
<thead>
<tr>
<th>Core Requirements</th>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSI 296 or MANA 404</td>
<td>BUSINESS COMMUNICATION or MANAGEMENT COMMUNICATIONS IN A CONSULTING SIMULATION</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ECON 100</td>
<td>PRINCIPLES OF ECONOMICS</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SMTG 260</td>
<td>INTRODUCTION TO SPORT MANAGEMENT</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SMTG 266</td>
<td>LEADING WITH SERVICE</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SMTG 276</td>
<td>SPORT MANAGEMENT PRACTICUM</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SMTG 362</td>
<td>SPORT MARKETING</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SMTG 364</td>
<td>SPORT LAW</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SMTG 376</td>
<td>SPORT MANAGEMENT INTERNSHIP</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SMTG 440</td>
<td>SPORT BUSINESS ANALYTICS</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SOSC 302</td>
<td>QUANTITATIVE ANALYSIS FOR THE SOCIAL SCIENCES</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

**Major Concentration**

Select 1 from the following Major Concentrations (see below for Major Concentration requirements):

- Sport Analytics
- Sport Law
- Sport Leadership

Total Credit Hours Required for the Major in Sport Management

46-48

**Additional Credit Hours to Complete Degree Requirements**

University Graduation Requirements ([here](https://ga.rice.edu/undergraduate-students/academic-policies-procedures/graduation-requirements/))

Total Credit Hours

120
Bachelor of Arts (BA) Degree with a Major in Sport Management and a Major Concentration in Sport Analytics

Footnotes and Additional Information
* Note: University Graduation Requirements include 31 credit hours, comprised of Distribution Requirements (Groups I, II, and III), FWIS, and LPAP coursework. In some instances, courses satisfying major requirements may additionally meet distribution requirements. Additional Credit Hours to Complete Degree Requirements include general electives, coursework completed as upper-level, residency (hours taken at Rice), and/or any other additional academic program requirements.

Major Concentration: Sport Analytics
Students must complete a total of 5 courses (17 credit hours) as listed below to satisfy the requirements for the major concentration in Sport Analytics.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP 140</td>
<td>COMPUTATIONAL THINKING</td>
<td>4</td>
</tr>
<tr>
<td>SMGT 431</td>
<td>ADVANCED SPORT ANALYTICS</td>
<td>3</td>
</tr>
<tr>
<td>STAT 315</td>
<td>PROBABILITY AND STATISTICS FOR DATA SCIENCE</td>
<td>4</td>
</tr>
<tr>
<td>STAT 405</td>
<td>R FOR DATA SCIENCE</td>
<td>3</td>
</tr>
</tbody>
</table>

Capstone Requirement
SMGT 490 | SEMINAR IN SPORTS ANALYTICS ¹ | 3 |

Total Credit Hours 17

Footnotes and Additional Information
¹ Students must complete this course after all required courses have been completed.

Policies for the BA Degree with a Major in Sport Management and a Major Concentration in Sport Analytics

Program Restrictions and Exclusions
Students pursuing the BA Degree with a Major in Sport Management and a Major Concentration in Sport Analytics should be aware of the following program restriction:

- Students pursuing the major in Sport Management may pursue only one major concentration within the major.

Transfer Credit
For Rice University's policy regarding transfer credit, see Transfer Credit (https://ga.rice.edu/undergraduate-students/academic-policies-procedures/transfer-credit/). Some departments and programs have additional restrictions on transfer credit. The Office of Academic Advising maintains the university's official list of transfer credit advisors on their website: https://oaa.rice.edu. Students are encouraged to meet with their academic program's transfer credit advisor when considering transfer credit possibilities.

Departmental Transfer Credit Guidelines
Students pursuing the major in Sport Management should be aware of the following departmental transfer credit guidelines:

- Requests for transfer credit will be considered by the program director (and/or the program's official transfer credit advisor) on an individual case-by-case basis.

Additional Information
For additional information, please see the Sport Management website: https://sport.rice.edu/.

Opportunities for the BA Degree with a Major in Sport Management and a Major Concentration in Sport Analytics

Academic Honors
The university recognizes academic excellence achieved over an undergraduate's academic history at Rice. For information on university honors, please see Latin Honors (https://ga.rice.edu/undergraduate-students/honors-distinctions/university/) (summa cum laude, magna cum laude, and cum laude) and Distinction in Research and Creative Work (https://ga.rice.edu/undergraduate-students/honors-distinctions/university/). Some departments have department-specific Honors awards or designations.

Internships
Students are required to complete at least one internship prior to graduation, often with one of the professional teams in Houston (Rockets, Astros, Texans, Dynamo, etc.). Students also will receive networking and out-of-class developmental training, as these play a significant role in obtaining high-profile positions in collegiate and professional sports.

Additional Information
For additional information, please see the Sport Management website: https://sport.rice.edu/.