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, students will be able to:

1. Develop and hone professional skills through classroom learning and experiential learning through a steady progression of internships with added responsibilities.
2. Develop a diverse set of fundamental principles and skills, including skills in business, finance, and marketing that would be necessary to produce or evaluate an event from beginning to end (from marketing and media promotion, to budget and sales, to execution and post-event evaluation).
3. Develop an understanding of the sports industry in relationship to the legal sector as well as the broader relationship between the industry and society.
4. Develop a marketing plan specific to a product in the sport industry.

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

1. Create a research project specific to Sport Analytics.

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 (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 (46-47 credit hours depending on major concentration declared) to satisfy major requirements.
- A minimum of 120 hours to satisfy degree requirements.
- A minimum of 60 credit hours outside of major requirements.
- A minimum of 7-8 courses (21-24 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 (ga.rice.edu/undergraduate-students/academic-opportunities/majors-minors-certificates/#text) in Sport Management, students must additionally identify and declare one of the three major concentrations, either in:
  - Sport Analytics (p. 1).
  - Sport Law (ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-law-concentration/#requirementstext), or

The 3 Sport Management major concentrations and descriptions are listed below:

- Sport Analytics: Designed to prepare our graduates as to how to properly use big data to make educated decisions in the sport management industry.
- Sport Law: Designed to prepare our graduates for law school.
- Sport 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 (registrar@rice.edu).

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 official certifier). Students and their academic advisors should identify and clearly document the courses to be taken.

### Summary

**Code** | **Title** | **Credit Hours**
--- | --- | ---
BUSI 296 | BUSINESS COMMUNICATIONS | 3
or MANA 404 | MANAGEMENT COMMUNICATIONS IN A CONSULTING SIMULATION | 3
ECON 100 | PRINCIPLES OF ECONOMICS | 3
ECON 239 | LAW AND ECONOMICS | 3
or SMGT 364 | SPORT LAW | 3
SMGT 260 | INTRODUCTION TO SPORT MANAGEMENT | 3
SMGT 266 | LEADING WITH SERVICE | 3
SMGT 276 | SPORT MANAGEMENT PRACTICUM | 3
SMGT 362 | SPORT MARKETING | 3
SMGT 366 | EVENT MANAGEMENT | 3
SMGT 376 | SPORT MANAGEMENT INTERNSHIP 1 | 3
STAT 280 | ELEMENTARY APPLIED STATISTICS | 4

**Degree Requirements**

**Core Requirements**

**Code** | **Title** | **Credit Hours**
--- | --- | ---
BUSI 296 | BUSINESS COMMUNICATIONS | 3
or MANA 404 | MANAGEMENT COMMUNICATIONS IN A CONSULTING SIMULATION | 3
ECON 100 | PRINCIPLES OF ECONOMICS | 3
ECON 239 | LAW AND ECONOMICS | 3
or SMGT 364 | SPORT LAW | 3
SMGT 260 | INTRODUCTION TO SPORT MANAGEMENT | 3
SMGT 266 | LEADING WITH SERVICE | 3
SMGT 276 | SPORT MANAGEMENT PRACTICUM | 3
SMGT 362 | SPORT MARKETING | 3
SMGT 366 | EVENT MANAGEMENT | 3
SMGT 376 | SPORT MANAGEMENT INTERNSHIP 1 | 3
STAT 280 | ELEMENTARY APPLIED STATISTICS | 4
Select 1 of the following Major Concentrations (see below for Major Concentration requirements):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-16</td>
<td>Sport Analytics</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Sport Law</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Sport Leadership</td>
<td></td>
</tr>
</tbody>
</table>

Total Credit Hours Required for the Major in Sport Management: 46-47

Additional Credit Hours to Complete BA Degree Requirements: 13-14

University Graduation Requirements (ga.rice.edu/undergraduate-students/academic-policies-procedures/graduation-requirements)*: 60

Total Credit Hours: 120

Footnotes and Additional Information

* Includes coursework completed as distribution credit, FWIS, LPAP, upper-level, residency (hours taken at Rice), 60 hours outside of the major (if applicable), and any additional academic program requirements. The “hours outside of the major” requirement may include all of the above university requirements.

Major Concentration: Sports 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>COMP 330</td>
<td>TOOLS AND MODELS FOR DATA SCIENCE</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 430</td>
<td>INTRODUCTION TO SPORT ANALYTICS</td>
<td>3</td>
</tr>
<tr>
<td>STAT 405</td>
<td>R FOR DATA SCIENCE</td>
<td>3</td>
</tr>
</tbody>
</table>

Capstone

SMGT 490 | SEMINAR IN SPORTS ANALYTICS | 3

Total Credit Hours: 16

Footnotes and Additional Information

1 Students must complete this course after all required courses have been completed.

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 (ga.rice.edu/undergraduate-students/honors-distinctions/university) (summa cum laude, magna cum laude, and cum laude) and Distinction in Research and Creative Work (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.

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

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

Transfer Credit

For Rice University’s policy regarding transfer credit, see Transfer Credit (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: http://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.