DEPARTMENT OF HEALTH & HUMAN PERFORMANCE
COURSE SYLLABUS
FALL 2025

HHPS 110-01E
INTRODUCTION TO SPORT ANALYTICS IN SPORT MANAGEMENT

COURSE VALUE:	Three (3) credit hours
COURSE LOCATION:	NHS 162 MWF 10-10:50 AM
PROFESSOR:	Dr. Brandy Runyan
OFFICE:	Nursing & Health Sciences Building, NHS 141
OFFICE HOURS:	M/W/F 8-10AM & 11AM-1PM (Zoom by request)
PHONE:	(903) 886-5308
EMAIL:	Brandy.Runyan@etamu.edu
REQUIRED TEXT:	Alamar, B. (2013). Sports analytics: A guide for coaches, managers, and other decision makers. Columbia University Press. (Optional)

Course Description & Objectives

This course introduces students to the analytical techniques and quantitative methods that are being used to inform various decisions in the sport industry. Upon completion of the course, students should be able to:

1. Evaluate problems facing sport industry managers.

2. Identify certain practical analytic techniques utilized in the sport industry.

3. Differentiate between various types of user-defined statistics.

4. Explain the benefits of quantitative and qualitative analysis to decision makers.

5. Describe the advantages of an integrated analytics program to an organization.

Course Requirements

Please note that all assignments **must be typed, a 1-inch margin on all sides, double-spaced in 12-point font (in Arial, Cambria, Calibri or Times New Roman only). Please use APA 7th Edition (American Psychological Association).**

Summary of Assignments and Assessments:

Assignments	# of assignments	Individual weights	Total Points
Professionalism	45	5	225
Lecture Quizzes	5	35	175
Group Project	1	300	300
Final Exam	1	300	300
Total Possible Points			**1,000**

Professionalism:
Students will have 45 class dates where professionalism may be earned based on the 5 Points of Professionalism designed by the instructor. These will be provided to the students during the first week of class.

Lecture Quizzes:
There will be 5 quizzes administered to students over the course/lecture materials.

Group Project:
Students will be divided into groups to conduct a Data Analytics project. Full rubric, templates, and instructions will be provided in class. This complete project will be conducted in class and requires attendance in order to fulfill the obligations to the groups assigned.

Final Exam:
A final exam will be administered to test students' knowledge of learned applications throughout the course.

**Extra Credit Work: There is no guaranteed extra credit in this course. However, if the opportunity for extra credit arises, I will post it in our D2L course space and notify you via email or course announcements. Please refer to the "Extra Credit" tab in the Course Toolbox section.

**No Late Work Accepted: If students have foreseeable issues turning in their work on time they are encouraged to work with their professor to arrange to turn their assignments in *before* the due date. No late work will be accepted in this course. Extenuating circumstances will be reviewed on a case-to-case basis and must conform to University policy (requiring verifiable documentation) to be considered.

**Statement on AI: Use of AI is prohibited on any portion of this course without the instructor's consent. While there may occasionally be opportunities where AI is encouraged, all students must be aware that use of AI without instructor approval will result in an immediate zero on the assignment it was used for. Additionally, students

suspected of plagiarism or AI will be referred to the Provost's office for Academic Dishonesty. If you have any questions about the use of AI or this policy, please feel free to contact me to discuss further.

Course Policies will be followed as outlined in the Course Policy Document provided to students at the beginning of this course.

The following final grading scale will be utilized to determine the final grade based on the average of your course work:

A = 900 +
B = 800 – 899
C = 700 – 799
D = 600 – 699
F = under 600

ALL STUDENTS ENROLLED AT THE UNIVERSITY SHALL FOLLOW THE TENETS OF COMMON DECENCY AND ACCEPTABLE BEHAVIOR CONDUCIVE TO A POSITIVE LEARNING ENVIRONMENT. (SEE STUDENT'S GUIDE BOOK.)

STUDENTS REQUESTING ACCOMMODATIONS FOR DISABILITIES MUST GO THROUGH THE ACADEMIC SUPPORT COMMITTEE. FOR MORE INFORMATION, PLEASE CONTACT THE DIRECTOR OF DISABILITY RESOURCES AND SERVICES, GEE LIBRARY, ROOM 132, (903) 886-5835.

Fall 2025

Course Outline

DATE	AREA OF FOCUS	ASSIGNMENTS DUE

Week 1	Welcome to the course! Course Orientation Iceberg/Control Assessments Syllabus Review	Signature Email (5pts extra credit points) Due by Sunday 11:59 PM
Week 2	Monday: Campus Closed for LABOR DAY! Wednesday: Lecture #1: Intro to Sport Analytics Friday: Lecture #2: Data & Data Management	
Week3	Monday: Lecture #3: Qualitative vs Quantitative Wednesday: Lecture #4.1: Implementing an Analytics Program Friday: Lecture 4.2: New Predictive Analytics	Lecture Quiz #1
Week 4	Monday: Lecture #5: Analytics Management & Group Activity Wednesday: Lecture #6: Predicting Wins in Baseball Friday: Lecture 6.1: Estimating the value of hits	
Week 5	Monday: Lecture 6.2 WAR: What is it good for? Wednesday: Lecture #7: Baseball Mythology Friday: Lecture #8: When to Go for It	Lecture Quiz #2
Week 6	Monday: Lecture 8.2: Football Decision-Making Wednesday: Lecture 8.3: Evaluating Quarterbacks Friday:	
Week 7	Monday: Lecture 9: Off the Charts Wednesday: Lecture 9.2: NFL Draft Continued + How Competitive are Competitive Sports? Friday: Lecture #9.3: Basketball Statistics 101	Lecture Quiz #3
Week 8	Monday: Lecture 9.4: Value of a Blocked Shot Wednesday: Lecture 9.5: Evaluating NBA Players Friday: Lecture 9.6: Hockey Analytics 101	
Week 9	Monday: Lecture 9.7: Evaluating NHL Players Wednesday: Lecture 9.8 Sports Gambling Friday: Lecture 9.9 Detecting Corruption	Lecture Quiz #4
Week 10	Monday: Lecture "What Isn't in the Mitchell Report" Wednesday: Lecture: Myth of the Hot Hand Friday: Lecture: Is the RPI Useful?	
Week 11	Monday: Lecture: Technology in Sport Wednesday: Lecture: Special Topics in Analytics Friday: Lecture: Special Topics in Analytics	Lecture Quiz #5
Week 12	Monday: Group Project Instruction & Assignments Wednesday: Group Project Work Day	

	Friday: Group Project Work Day	
Week 13	Monday: Group Project Work Day Wednesday: Group Project Work Day Friday: Group Project Work Day	
Week 14 11/25- 12/1	Monday: Internship Workshop Wednesday: No Class (Work Remotely) Friday: No Class (Thanksgiving Break)	
Week 15	Group Project Presentations Monday & Wednesday Final Exam Review Friday	Final Exam Opens Group Presentations
Week 16	Finals Week	

*Please note that this schedule is tentative and is subject to change. Also, this is NOT all-inclusive (i.e., Homework/Participation). Other assignments might be given throughout the semester, so you MUST check the class announcements and e-mail frequently.

Communication & Support

The best way to reach me is via email (Brandy.Runyan@tamuc.edu) as I check it frequently. When emailing me, please include your First & Last Name along with the class name! I will aim to reply with 24 hours to your MyLeo email address. Please be courteous and professional in all of your interactions with me and fellow students.

D2L Brightspace
Browser support
D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.
Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

Desktop Support

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	The current major version of iOS (the latest minor or **point** release of that major version) and the previous major version of iOS (the latest minor or **point** release of that major version). For example, as of June 7, 2017, D2Lsupports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version. Chrome: Latest version for the iOS browser.
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:20
    - 512 MB of RAM, 1 GB or more preferred
    - Broadband connection required courses are heavily video intensive
    - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution

- **For YouSeeU Sync Meeting sessions *8 Mbps* is required.** Additional system requirements found here: https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements

- You must have a:
  - Sound card, which is usually integrated into your desktop or laptop computer
  - Speakers or headphones.
  - *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.

- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: JAVA web site http://www.java.com/en/download/manual.jsp

- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.
Pop-ups are allowed.
JavaScript is enabled.
Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
  - Adobe Reader https://get.adobe.com/reader/
  - Adobe Flash Player *(version 17 or later)* https://get.adobe.com/flashplayer/
  - Adobe Shockwave Player https://get.adobe.com/shockwave/
  - Apple Quick Time http://www.apple.com/quicktime/download/

- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT
Brightspace Support
Need Help?
Student Support
If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

 If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words "click here" to submit an issue via email.

System Maintenance
D2L runs monthly updates during the last week of the month, usually on Wednesday. The system should remain up during this time unless otherwise specified in an announcement. You may experience minimal impacts to performance and/or look and feel of the environment.

Course & University Procedures/Policies

Class Participation
Systematic and timely on-line participation is expected. University policy notes that excused absences include (i) participation in an authorized university activity, (ii) illness verified by a physician, (iii) death in the immediate family, and (iv) verifiable, official court appearance.

Respect Differing Views
As with all courses, this course deals with ideas. Please be respectful of individuals with ideas and beliefs that differ from your own. If you disagree with someone then ask them why they believe as they do, and then listen to the answer. People can have complex reasoning for what is seen as, on the surface, a simple idea. Only civil and even tempered discussions will be permitted in class.

Academic Honesty
Plagiarism within an assignment will result in a failing grade for that assignment. I expect all assignments for this course to be original works produced specifically for this course. Work produced, whether in part or in whole, from assignments for other courses will not be accepted for credit.

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

Religious Holidays Policy
Reasonable accommodation will be given to students who require homework extensions because of religious holidays. However, your best option is to complete the required work early so as to avoid any issues.

Dropping the Class
If you need to adjust your schedule by dropping this course, please follow university procedures to officially drop the class. If you fail to officially drop the class, a failing grade shall be assigned at the end of the course. Incompletes: Per university policy is granted only for circumstances beyond student's control which prevented the student from attending classes during Finals Week or the preceding three weeks (Policy A 12.07, 1998). The extension cannot exceed one semester. Failure to fulfill plan requirements within the specified time will result in an F.

Course Communication
Course communication will occur through your MyLeo Account. You will need to regularly and systematically review your e-mail on a timely basis.

Writing Center
Students are encouraged to visit the A&M-Commerce Writing Center for writing assistance. Visit the website at:
http://web.tamuc.edu/academics/colleges/humanitiesSocialSciencesArts/departments/literature Languages/writingCenter/default.aspx

Counseling Center
The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

University Specific Procedures

Students with Disabilities
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:
Office of Student Disability Resources and Services
Texas A&M University-Commerce, Gee Library, Room 132
Phone (903) 886-5150 or (903) 886-5835; Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu
Student Disability Resources & Services

Student Conduct
All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook).

Campus Concealed Carry
Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to
((http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Mental Health and Well-Being
The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.