HHPS 110 01W - Introduction to Sport Analytics
COURSE SYLLABUS: Spring 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Hoyeol Yu
Office Location: NHS 133
Office Hours: By appointment
Office Phone: 903-886-5549
University Email Address: hoyeol.yu@tamuc.edu
Preferred Form of Communication**:** Email
Communication Response Time: 2 business day
Course Schedule and Location: T/Th 12:30p-1:45p, NHS 161
Course Dates: 1/12/26 to 5/8/26

COURSE INFORMATION

No required textbook.

Course Description

The course describes basic concepts, principles, and tools used in data analytics. More specifically, this course provides an introduction to the field of data analytics. We will draw on recent and relevant materials from statistics, mathematics, and artificial intelligence, as well as many application domains. Motivated by natural questions that arise in simple data examples, we will cover many of the basic techniques for working with data including sourcing raw data, cleaning and processing, exploring and analyzing, and finally presenting conclusions. In order to provide a foundation for later courses in the major, we will also explore initial examples of many of the core topics that will be encountered. You will have plenty of opportunities to work with real data and various tools. In addition to familiarizing you with basic tools and methods, this course will provide a broad exposure to the diverse types of data analytics projects that are being conducted around the world.

Student Learning Outcomes

1. Describe different types, uses, and structure of data sets
2. Perform basic procedures to obtain
3. Process (clean), and store data
4. Understand and compute simple summary statistics and statistical models

The *syllabus/schedule are subject to change.*

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Using the learning management system, using Microsoft Word, PowerPoint, and Excel, using university email, and using Google Docs / Slides

Instructional Methods

Students will access course materials via D2L. All notes, recorded lectures, discussions, announcements, assignments, and exams will be accessed and submitted via D2L. Course participation will include reading material, completing discussions, writing reports individually and as a group, exams over course content covered in each section. Students can reach the instructor via email.

GRADING

Final grades in this course will be based on the following scale: A = 90%-100%; B = 80%-89%; C = 70%-79%; D = 60%-69%; F = 59% or Below.

ASSIGNMENT	**Points**
Article Presentation	50
Mid-term and Final	100
Sport Analytics Research Project	150
Assignments	100
Attendance	50
Reflection Paper	50
TOTAL	500

Assessments

Article Presentation (50 pts): The article presentation should communicate your understanding of the chosen article's main points and offer an analysis of its strengths and weaknesses. Each student will need to review two peer-reviewed research articles on a topic he/she is interested. The topic of a chosen article may be related to the sport analytic area. Each reviewed article must be empirical (must contain data and data analysis) and be selected from journals. Along with written assignment, you are required to present your article critique.

Guest Lecture Reflection Paper **(**50 pts**)**: As part of the course, students will have the opportunity to have several guest speakers featuring professionals in the field of sport management and marketing. To enhance their learning experience, students are required to submit a one-page reflection paper for each guest lecture, which will account for 5% of their overall grade. These reflection papers should adhere to specific formatting guidelines: 12-point Times New Roman font, 1-inch margins on all sides, and single line spacing without additional space between paragraphs.

Each paper is expected to address several key components: 1) a summary of the issues discussed by the guest speaker, 2) an analysis of the implications related to topics covered in

class, 3) personal thoughts and feelings regarding the lecture, and 4) any thought-provoking questions that students wish to share with their peers and the instructor. This assignment aims to encourage critical thinking and facilitate meaningful connections between guest lectures and course material.

Sport Analytics Research Project (150 pts): This project will require you to provide an in-depth investigation and presentation of a sport analytics related topic. You are allowed to choose your own topic for this project. This project must include the following sections: Introduction, Methodology, and Discussion. You or your group will not only submit the written assignments but also make an oral presentation about the project.

Exams (100 pts): There will be two exams assigned throughout the semester. Each exam will be taken in class or via D2L. Each exam will be worth 50 points. The goal of these exams is to test your knowledge of the material covered in the weekly class. The exams will contain a combination of multiple choice, true/false, and short-answer questions. Also, some questions will be analytic questions requiring utilization of statistical software (e.g., Excel, R).

Assignment (100 pts): Three assignments will be introduced throughout the semester. These assignments will typically include short individual/group assignments on various topics covered in class. Some of these assignments require the use of data analysis tools (e.g., Excel).

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:
https://community.brightspace.com/s/article/Brightspace-Platform-Requirements

LMS Browser Support:
https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool
https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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

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. Other support options can be found here:

https://community.brightspace.com/support/s/contactsupport

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail online in the Student Guidebook.

Students should also consult the Rules of Netiquette Webpage for more information regarding how to interact with students in an online forum.

ETAMU Attendance

For more information about the attendance policy, please view the Attendance Webpage and the Class Attendance Policy

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03

Undergraduate Student Academic Dishonesty Form

Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10

Graduate Student Academic Dishonesty Form

Students with Disabilities-- ADA Statement

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

East Texas A&M University

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@etamu.edu

Website: Office of Student Disability Services

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University 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 ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

The *syllabus/schedule are subject to change.*

For a list of locations, please refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M University Supports Students' Mental Health

The Counseling Center at East Texas A&M University, 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**

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.

http://telusproduction.com/app/5108.html

AI use policy [Draft 2, May 25, 2023]

East Texas A&M University 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