

COURSE SYLLABUS



COURSE TITLE: SPMA 415 - Sport Analytics

CLASS SECTION: 01

TERM: Winter 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): In class lectures Mondays 10:30am – 12:20pm in CBA 202 and Wednesdays 12:30pm – 2:20pm in CHW 340

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Chris Psutka

EMAIL: psutkac@camosun.ca

OFFICE: PISE 306E

HOURS: Email for appointment

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

COURSE DESCRIPTION

Students will gain knowledge and skills in the areas of sport data analysis. Students will develop and test sport analytical skills for player performance measurement, in-game decision making and player selection/team building.

PREREQUISITE(S): C in KIN 125, C in SPMA 220, must be completed prior to this course

COURSE LEARNING OUTCOMES / OBJECTIVES

At the completion of this course, students will be able to:

- Identify key concepts and contemporary issues surrounding data analytics in sport.
- Analyze sporting data of various types
- Devise measures of performance and generate and analyze data for appropriate dissemination to both coaches and athletes utilizing a range of pertinent software.
- Assess the relationship between business intelligence and application of analytics in high performance sport.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

No course textbook. Readings will be assigned and available on D2L.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Week	Mondays at 10:30am in CBA 202	Lecture Topic	Wednesdays at 12:30pm in CHW 340	Lecture Topic	Notes
1	Jan 8	Class Introduction and Overview	Jan 10	Introduction to Analytics	
2	Jan 15	Excel for Sport Analytics	Jan 17	Sports Analytics 101	Cost of a Win Assignment (15%) – Feb 2
3	Jan 22	Cost of a Win Lab	Jan 24	Key Performance Indicators	
4	Jan 29	Game Analysis	Jan 31	Basketball Combine (PISE Gym)	Game Analysis Presentations (20%) - (Feb 26, Mar 4, 11)
5	Feb 5	Basketball Draft	Feb 7	Basketball Game (PISE Gym)	Submit Predictions for Game Analysis Presentations – Feb 6
6	Feb 12	Basketball Game Analysis (Review Game Footage)	Feb 14	Mid-Term Test (Online)	Mid-Term Test (25%) – Feb 14
Reading Week – No Class					
7	Feb 26	Game Analysis Presentations	Feb 28	Digital Marketing Analytics	
8	Mar 4	Game Analysis Presentations	Mar 6	Consumer Experience and Ticketing	
9	Mar 11	Game Analysis Presentations	Mar 13	CRM Analytics	
10	Mar 18	Cleaning Up CRM Data Lab	Mar 19	Event Management Analytics	
11	Mar 25	Prediction Presentations	Mar 27	Facility Management Analytics	Prediction Presentations (15%) (Mar 25, April 8, 10)
12	April 1	Easter Monday – No Class	April 3	Final Test (Online)	Final Test (25%) – April 5

13	April 8	Prediction Presentation	April 10	Prediction Presentations	
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Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING	DUE DATE
Cost of a Win Assignment	15%	Feb 2
Game Analysis Presentation	20%	Feb 26, Mar 4, 11
Mid-Term Test (Online)	25%	Feb 14
Predictions Presentation	15%	Mar 25, April 8, 10
Final Test (Online)	25%	April 5
	TOTAL	100%

COURSE GUIDELINES & EXPECTATIONS

Commitment to your learning is a collaboration between yourself, your instructor, and your classmates. Please be prepared to participate fully.

You can expect your instructor to:

- Begin classes on time
- Be prepared for class every day
- Treat every member of the class with respect
- Engage in activities that will benefit your learning
- Foster an open and supportive environment in which to learn

Your instructor expects of you to:

- Be on time for class every day
- Treat others in the class with respect
- Take an active part in your own learning
- Be supporting and accepting of the views of others

SCHOOL OR DEPARTMENTAL INFORMATION

Final examinations may be scheduled at any time during the examination period by Camosun College. All students are expected to write the final exam at the time, date, and location set by the Office of the Registrar. Students should therefore avoid making prior travel, employment, or other commitments for this period.

If a student is unable to write an exam through no fault of his or her own for medical or other reason(s), valid documentation must be provided, and it must be discussed with the instructor well in advance of the exam date. If the student is absent for an exam (written or practical) and has not made arrangements with the instructor in advance, a zero grade will be applied.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures"

(<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.