



Unit Outline (Higher Education)

Institute / School:	Institute of Health and Wellbeing
Unit Title:	DATA ANALYTICS FOR SPORT MANAGEMENT
Unit ID:	ISMAN2006
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080399

Description of the Unit:

This unit introduces students to the application of an analytics framework for sport organisations. The unit aims to provide students with knowledge and skill to perform data analysis utilising real world data to reveal patterns of behaviour and trends to inform decision makers in sport management. The content includes; data analytic frameworks and data mining; the gathering and preparation of data; data visualisation and effective communication of data analytics to key stakeholders. The context of data will focus on sport participation, customer relationship management, sport events, sport facilities and fan engagement.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

On successful completion of the unit the students are expected to be able to:

Knowledge:

- K1.** Identify and describe the utilisation and benefits of data analysis in sport management practice.
- K2.** Describe the data analytics framework and explain the major stages of data analysis.
- K3.** Classify data by type including text, numeric, date/time and geographic data types, including identifying the differences between numerical and categorical, discrete and continuous, and structured and unstructured data.
- K4.** Describe and explain privacy, security and ethical considerations when collecting, analysing and presenting data.

Skills:

- S1.** Prepare data for visual analysis by cleaning, validating and formatting data sources.
- S2.** Compile and develop visual analytics and dashboards using business intelligence software.
- S3.** Critically evaluate information using data analytics techniques to inform decision making in developing innovative recommendations, plans and strategies.

Application of knowledge and skills:

- A1.** Compile, clean and organise real-life data in preparation for performing a data analysis.
- A2.** Design and develop a data dashboard to deliver visual analytics to inform trends and strategic decision making.
- A3.** Develop and present an analysis of real-life data for a sport organisation providing insights, recommendations and identifying data assumptions and limitations.

Unit Content:

Topics may include:

- Data analytics in sport management
- Collecting data for sport management
- Preparing sports data for analysis
- Sports participation analytics
- Analytics for Customer Relationship Management (CRM)
- Event analytics
- Facility analytics
- Engaging with fans
- Effective communication of sports data and analysis

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, K3, K4, S3	Multiple choice and short-answer questions to demonstrate continuous understanding of unit content	Online quizzes	10-20%
K3, S1, A1	Compile, clean and organise data for performing a data analysis	Individual lab file and report	15-30%
K3, S1, S2, A2	Design and develop a data dashboard to present visual analytics and facilitate interpretation of data	Individual lab file and report	20-30%
K3, K4, S1, S2, S3, A3	Develop and present a sport management analysis of a sport organisation, providing insights and recommendations and identifying data assumptions and limitations	Individual report and video presentation	30-50%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)