TCEM BS/Sports Analytics MS

The Bachelor of Science in Tourism, Convention and Event Management with a Sports Management emphasis and Master of Science in Informatics with a Specialization in Sports Analytics is the first accelerated five-year BS/MS degree program to prepare students for in-demand jobs in the growing field of sports analytics.

BS/MS Plan of Study

Fall Semester Freshman Year
- HPER L135 Learning Community (1 cr.)
- HPER H160 First Aid and Emergency Care (3 cr.)
- HPER P211 Introduction to Sports Management (3 cr.)
- ENG W131 Reading, Writing, and Inquiry (3 cr., GE: Core Communication)
- COMM R110 (GE: Core Communication, 3 cr.)
- Elective (2 cr.)

Spring Semester Freshman Year
- BUS A200 Foundations of Accounting (3 cr.)
- BUS K201 Computer in Business (3 cr.)
- TCEM 219 Management of Sports Events (3 cr.)
- MATH M119 Brief Survey of Calculus I (3 cr., GE: Analytical Reasoning)
- ECON E201 Introduction to Microeconomics (3 cr., GE: Social Science)

Fall Semester Sophomore Year
- GE: Cultural Understanding (3 cr.)
- NEWM N201 Design Issues in Digital Media (3 cr., GE: Arts and Humanities)
- HPER P392 Sport in American Society (3 cr.)
- BUS L203 Commercial Law (3 cr.)
- Elective (3 cr.)
Spring Semester Sophomore Year
- GE: Life and Physical Science (3 cr.)
- INFO I275 Introduction to Human-Computer Interaction Theory (3 cr., GE: Social Science)
- BUS M300 Introduction to Marketing (3 cr.)
- HPER P426 Sales Management in Sport (3 cr.)
- HPER P331 Planning and Operation of Sports Facilities (3 cr.)

Fall Semester Junior Year
- GE: Life and Physical Science (3 cr.)
- INFO I101 Introduction to Informatics (3 cr., GE: Analytical Reasoning)
- BUS P300 Introduction to Operations (3 cr.)
- BUS F300 Introduction to Financial Management (3 cr.)
- HPER P411 Legal Issues in Sport Settings (3 cr.)

Spring Semester Junior Year
- TCEM C301 Career and Leadership Principles (3 cr.)
- HPER P423 Financial Principles in Sport (3 cr.)
- HPER P418 Sports Marketing (3 cr.)
- HPER P415 Sport Promotions and Public Relations (3 cr.)
- Elective (2 cr.)

Fall Semester Senior Year
- HPER P432 Sports Marketing Consulting Project (3 cr.)
- BUS Z302 Managing Behavior in Organizations (3 cr.)
- INFO I501 Introduction to Informatics (3 cr.)
- LIS S517 Web Programming (3 cr.)

Spring Semester Senior Year
- HPER P393 Internship (10 cr.)
- NEWM N510 Web Database Concepts (3 cr.)
- HPER T591 Interpretation of Data in Human Performance (3 cr.)

Summer Session Year 5
- HPER R100 Recreational Leadership Skills (1 cr., Camp Brosius)
- HPER R275 Dynamics of Camp Leadership (2 cr., Camp Brosius)
- INFO B505 Informatics Project Management (3 cr.)

**Fall Semester Year 5**
- INFO B505 Informatics Project Management (3 cr.)
- INFO H516 Applied Cloud Computing for Data Intensive Sciences (3 cr.)
- TCEM 582 Applied Sport Event Research (3 cr.)

**Spring Semester Year 5**
- INFO H550 Legal and Business Issues in Informatics (3 cr.)
- HPER K514 Sport Marketing and Sponsorship (3 cr.)

**Select one:**
- INFO I595 Professional Internship (3–6 cr.) (also available in summer)
- INFO H698 Research in Informatics (3–6 cr.) (also available in summer)