MASTER OF SCIENCE IN SPORT ANALYTICS
100% ONLINE

The Master of Science in Sport Analytics (MSSA) program is a one year, fully online degree program with two emphasis areas – sport performance and sport business. The online MSSA program is designed to enhance knowledge, skills, and competencies in data acquisition, management, analysis, visualization and interpretation for improving sport performance and sport business. Coursework will prepare professionals with strong practical skills in analytics, focusing on measurement and statistical modeling and big data analytics in sport. The program combines academic, practical, and research-based skills to allow students to develop in their selected area.

KEY BENEFITS
SPORT ANALYTICS

- One (1) year 100% online program, accelerated 8-week classes
- 5 admission terms throughout the academic year
- Two emphasis areas: 1) Sports Business and 2) Sports Performance
- Prepares students to pursue analytical positions in sports
- The market overview for sport analytics indicates high employment growth rate of 15.6%

PROGRAM OBJECTIVES

Students receiving the MS in Sport Analytics will be trained for analytical positions in sport business or performance found in collegiate and professional sports and sport-related enterprises. Graduates will be equipped to work in a variety of settings depending on their emphasis area (sport business or performance) including collegiate and professional sports teams, sports marketing agencies, media companies, sports betting companies, sport science and strength and conditioning/human performance.

GRADUATES WILL BE ABLE TO:

- Demonstrate analytical skills appropriate for sport business or performance including measurement and data acquisition, database management, statistical modeling, predictive analytics, big data analyses.
- Utilize appropriate research methodology and analytic techniques to inform decision making in sport business or performance outcomes.
- Describe, discuss and apply knowledge, skills and competencies with the highest ethical standards.
- Interpret data and research findings to improve sport business or performance outcomes.

COURSES

The program consists of 30 credit hours and is comprised of 21 credit hours of core coursework and 9 credit hours of emphasis area coursework. All courses are 8-week, accelerated courses. The 30 credit hour curriculum is designed to be completed in 12 months. Part-time progression is an option; however, all learners will be encouraged to complete the degree within 2 years of enrollment.

SPORT ANALYTICS CORE COURSES (21-credit hours)
SA 511 – Applied Statistics
SA 601 – Measurement and Evaluation in Sport
SA 602 – Predictive Analytics in Sport
SA 603 – Big Data Analytics and Data Management
SA 604 – Quantitative and Qualitative Research Methods
SA 605 – Communication and Data Visualization in Sport
SA 693 – Degree Culmination: Sport Analytics Capstone
SPORT BUSINESS EMPHASIS (9-credit hours)
SA 611 – Sport Business
SA 612 – Sport Economic Analytics
SA 613 – Machine Learning in Sport
SPORT PERFORMANCE EMPHASIS (9-credit hours)
SA 621 – Data Analytics in Strength and Conditioning
SA 622 – Physiological Aspects of Sport Performance and Monitoring
SA 623 – Data Based Prevention and Management of Sport Injury

CONTACT

For more information about admissions requirements, visit https://hesrm.olemiss.edu/mssa/. To learn more, contact our Director of Graduate Student Success, Andy King, at Andy@olemiss.edu.

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School of Applied Sciences
**Health, Exercise Science
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