

Courses Temple

At Temple University you will follow 5 courses. In total this is 15 credits which corresponds to 30 ECTS.

You will take a total of 5 classes. 4 Graduate classes and 1 Undergraduate class. Out of the 4 Graduate classes, there are 3 mandatory classes. The other Graduate class is within the STHM MS in Sport Business programme. The Undergraduate can be in any department. For both elective courses you will be guided by the advisor for international students.

Below is the information about the 3 mandatory Graduate classes.

Strategic management in sport and recreation.

This course focuses on the basic functions of management and the strategic challenges confronting firms that compete in the global economy within the sport and recreation industry. It provides students a forum in which to apply and integrate management and strategic theories, as well as practices and skills in a global environment, and across all types of organizations, including public, private and voluntary. The course also gives opportunities to entrepreneurs in the industry to develop business plans.

Introduction to sport analytics

The class will discuss the theory, development, and application of analytics in sport. Students will learn about the application of analytics in sport for purposes of evaluating player performance, team management, market segmentation, pricing, and other areas in sport industry operations. Analytics includes the inclusive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based decision making. Analytic methods are employed to gain insights on team and player production, human resource practices, and game management. Additionally, quantitative methods are used to analyze pricing, advertising, promotions, and other sport business decisions. Many new techniques and methods to communicate analytical results are emerging and will be a factor in this new area of sport analytics.

Applied Sport Research

The course equips the student with an understanding of the process of pure and applied research and the scientific method, including an introduction to statistics and computer applications. It prepares the student to analyze critically the scientific literature of sport, recreation, tourism, hospitality, and leisure. The course will address the major ways of conceptualizing and designing research, and acquiring, interpreting, and disseminating data. It will focus on applied research, with the expectation that the students will learn the practical application of research uses in the professional setting.