

MICROPROGRAM BUSINESS AND SPORTS ANALYTICS

The Microprogram Business and Sports Analytics allows students to deepen their knowledge in sports, recreation, marketing and analytics, providing them with advanced skills in statistics, data visualization and sports management required to pursue a career in analytics in sports management.

This program is offered in English and in French.

Program Requirements

Compulsory Courses

ADM 3305	Business Simulation Analytics	3 Units
ADM 3308	Business Data Mining	3 Units
ADM 4307	Business Forecasting Analytics	3 Units
APA 2134	Administration of Leisure, Sport and Physical Activity Services	3 Units
APA 4112	Political Economy of Sport and Physical Activity	3 Units
APA 4318	Advanced Sports Analytics	3 Units

Optional Courses

3 course units from:	3 Units	
ADM 3323	Market Research	
ADM 4326	Digital Marketing Technologies	

Total: **21 Units**