

**FALL
2025**

DATA SCIENCES + OPERATIONS

DSO 499

SPORTS DATA SCIENCE AND MANAGEMENT

Section(s): 16217

Tue/Thu: 2:00 PM – 3:50 PM

Instructor: Lorena Martin

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Units: 4.0

Office: 400 C

WHY TAKE THIS COURSE?



Want to work in pro sports?
Interested in working in a
sports team? If you want the
experience from the former
Director of Sports
Performance Analytics of
the Lakers on how to
manage and analyze data,
this is the course for you!

COURSE OBJECTIVES



1. Apply data science principles to enhance decision-making and management processes within the sports industry.
2. Evaluate the application and advantages of wearable technology in enhancing sports performance.
3. Analyze and draw conclusions from sports-specific data to refine performance and inform strategic decisions.
4. Exhibit leadership and management strategies effectively within the context of the sports industry. Assess the global trends and implications of sports and performance metrics.

KEY CONCEPTS



- Key Performance Indicators in Sports
- Sports Science Data Protocol
- Basics of Python Coding
- Statistical Analysis applied to Sports

COURSE DESCRIPTION



Sports Data Science and Management is a comprehensive course designed for students interested in the intersection of sports, data science, and management. This course focuses on data science principles, wearable technology, data interpretation, leadership, and management within the sports industry, both traditional and esports. The course leverages the burgeoning field of sports analytics to provide students with a unique set of skills that are increasingly relevant in today's data-driven sports industry.



[SCHEDULE OF CLASSES](#)