



## REQUEST AND RECOMMENDATION

### MIAMI UNIVERSITY Master of Sports Analytics

**Request:**

Miami University requests approval to offer a Master of Sports Analytics degree.

**Background:**

Miami University is a public institution located in Oxford, Ohio, with regional campuses in Middletown and Hamilton, and a learning center in West Chester, Ohio. Miami University has an enrollment of more than 20,000 undergraduate students and 2,400 graduate students in programs at the associate, bachelor's, master's, and doctoral levels. Miami University is accredited by the Higher Learning Commission until its next review in 2025-26.

**Curriculum and Enrollment:**

The Master of Sports Analytics is a 30 semester hour, post-bachelor's degree. The focus of the program is the applied use of sport analytics for the business and performance of sport to gain a competitive advantage. The primary target audience for this program will be traditional college-aged graduates from bachelor's programs in cognate areas such as, but not limited to, sport management, marketing, economics, statistics, and sport studies. The program includes coursework in sport business analytics; sport performance analytics; data warehousing and business intelligence; managing big data; introduction to data mining in business; sport economics; sport marketing; sport administration; and internship. The program culminates in a culminating experience project.

The university projects that enrollment will grow from five full-time equivalent (FTE) students in the first year to 20 FTE students by the beginning of the fourth year.

**Faculty and Resources:**

Miami University has adequately planned for faculty and resources for the program.

**Recommendation:**

After review of the proposal, the Chancellor's Council on Graduate Studies determined that the Master of Sport Analytics meets the Chancellor's standards for graduate degree programs and on November 19, 2021 voted 14 "Yes," and 0 "No" to recommend approval. The Chancellor may, in his judgement, withdraw approval or require additional review if Miami University fails to meet the Chancellor's standards for graduate degree programs or receives a sanction by the Higher Learning Commission.

End of Comment Period: 2/10/2022 at 12:03pm

No comments received, recommend approval

**RECOMMENDATION**

The Associate Vice Chancellor has verified that this institution has met the standards and requirements of the Ohio Department of Higher Education.

/s/ Stephanie McCann

2/10/2022

**Stephanie McCann, Associate Vice Chancellor of  
Program Development & Approval**

**Date**

**APPROVAL**



Randy Gardner, Chancellor

2/22/2022

**Date**

mlc