UF | Sport Management
UNIVERSITY of FLORIDA

HLP 6515
Evaluation Procedures in Health and Human Performance
(Spring 2026)

Course Information	Section:	SM38 (16381)
	Credits:	3
	Dates:	1/12 – 4/22
	Time:	Thur. 9:35AM – 12:35PM,
	Location:	FLG 225
Contact Information	Professor:	Dr. Yong Jae Ko; FLG325C, Zoom
	Office:	Florida Gym 325C
	E-Mail:	yongko@ufl.edu
	Phone:	352-294-1665
	Office Hours:	Wed. & Thur.: 2:00PM – 4:00PM
Course Website	Canvas (https://elearning.ufl.edu)	
Course Communication	For any general course inquiries, please send your questions to yongko@ufl.edu include "HLP6515" in the email.	
Required Book & Readings	(1) Albright, S. C., & Winston, W. L. (2025). *Business analytics: Data analysis and decision making (8th ed.; eTextbook)*. Mason, OH: Cengage. ISBN: 978-0357984581 (2) Reports, data, articles, and videos on Canvas.	
Software	We will use JASP, open-source and R based software, extensively throughout the course. Basic familiarity with Microsoft Excel is also assumed.	

Course Overview

This course uses a business analytics approach which is the scientific process of transforming a variety of data available in sport organizations into insightful and systematic information for making good decisions. The emphasis throughout the course will be on business problems, analytical methods, solution methods, and managerial interpretation of the results. The course gives students plenty of hands-on experiences with numerous real sport business problems.

Course Objectives

After successfully completing this course, students will be able to:

1. Explain what business and data analytics are; and why this orientation offer strategic advantage to sport organizations.
2. Describe how managers use business analytics to formulate and solve business problems and to support managerial decision making.
3. Execute data analysis using JASP.
4. Summarize and describe data using tabular and graphical methods.
5. Interpret analysis results and apply them to decision making in sport business contexts.
6. Explain ethical issues that arise when utilizing business analytics techniques.

Course Information and Policies

1. This course is a flipped course. Students are expected to read assigned articles and book chapters before attending the class. Additionally, you need to submit your reflection papers the day before the class. The course is organized around modules with (1) lectures and reading materials and (2) review, discussion, and application.
2. There are select times during which modules and course materials will be available to you. You can view each module's lectures at any time during the dates in which the module is open. However, quizzes and assignments will only be made available to you until the due date(s) listed. There will be no class meetings for me to remind you of important due dates so please be sure to reference the syllabus to familiarize yourself with these critical deadlines.
3. There may be interactive meeting times scheduled throughout the semester. These dates and times will be determined according to student and instructor availability.
4. If personal circumstances arise that interfere with your ability to meet a deadline, please let me know as soon as possible prior to the deadline. Only university accepted excuses will be accepted and documentation must be provided before make-up work is accepted. Requirements for make-up quizzes, assignments, and other work are consistent with university policy: http://gradcatalog.ufl.edu/content.php?catoid=5&navoid=1054#attendance.
5. You have up to three (3) days after the posting grade to contact me regarding any issues or concerns, after which the grade is final. Grades are based on a point scale and will not be rounded.
6. This syllabus represents the tentative plans and objectives for this course. As we go through the semester, plans may need to change to enhance the learning opportunity. Such changes will be communicated clearly.

Written Paper Policies

1. All assignments and quizzes are to be submitted by 11:59pm ET on the date for which the item is due. Submitting them after this time will not be eligible for credit.
2. Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism includes cutting and pasting articles from any website without acknowledging the exact web page, as well as cutting and pasting from a student's own work submitted in another course.
3. Use an APA cover page with: Report title, your name, course name, and signature.
4. All papers MUST be APA Style (7th Ed). All references must be cited in text and appear in a reference list at the end of the paper. Assignments must be paginated, 1-inch margins, double spaced and use Times New Roman 12-point font.
5. Specific guidelines for each assignment are available on Canvas.

Online Profile

Please update your Canvas profile with information and a photo by the end of the first week. Click on the Setting in the top right of Canvas, then click on Edit Settings in the right column, and then click on the profile pic icon to change it. You will then be able to "upload a photo" or "take a photo" and then click Save.

UF Academic Policies and Resources

"This course complies with all UF academic policies. For information on those policies and for resources for students, please see this link." (The direct link is https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/)

Attendance
Your attendance and participation are expected as a natural expression of your commitment to your academic major and, most importantly, your desire to succeed. In addition, it provides you with the opportunity to contribute to our class discussions. If you are absent for any reason, you are expected to check with other students to find out about lecture assignments or announcements. Each absence will result in 2-point reduction in the final grade (100 points – maximum point you can earn).

Course Format
The course is organized around modules with the following units:
1. Lectures; watch the lecture videos
2. Readings; read the assigned readings/problems/questions
3. Assignments; conduct case analysis and weekly assignments by carefully following the guidelines
4. Quiz & exams
5. Class discussion

Lecture Videos
Key concepts will be presented through brief lectures at the beginning of each module. Students are also expected to watch lecture videos on Canvas before each class. Each lecture will provide an overview of the central ideas associated with specific concepts for each module. The primary purpose of the lecture is to lay the foundation of the various concepts and analytic approaches. It will help you understand the business analytics concepts in an easier way. Please be sure to watch the lecture videos before reading the textbook and watching additional videos for statistical tools.

Quiz
There are 10 quizzes. The Canvas will automatically drop one lowest score from your Chapter Quizzes. They are timed and open-note and open-book. Once you start the quiz, you have to submit your answers in a given time period. Quizzes are short, they will take 30 minutes. Please watch lecture videos and read book chapters before starting your quiz.
Exam
There are 2 exams with true/false and multiple-choice format. They are timed, open-note, and open-book. Once you start the exam, you must submit your answers in a given time period.

Weekly (Chapter) Assignment
There are 11 chapter assignments. The Canvas will automatically drop one lowest score from your Chapter Assignments. They are not timed. Please watch lecture videos and carefully read the book chapter and guidelines before starting your chapter assignment. *Rubric and specific guidelines for each assignment are available on Canvas.

Case Analysis Assignments
There are 2 case analysis assignments. They are a group assignment that will be completed by a group of 3-4 students. The grade for this assignment will be based on your ability to communicate the problem/issues, relate it to relevant class topics, and discuss ways to creatively/realistically address the business problems. Every aspect of the report must be as realistic as possible. You must research thoroughly and present data where applicable throughout the paper. *Rubric and specific guidelines for each assignment are available on Canvas.

Evaluation (%)

1.	Chapter Quiz (10)	20
2.	Chapter Assignment (10)	40
3.	Exam (2)	20
4.	Case Analysis (2)	20
	Total	**100**

Grading Scale

Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale below. *More detailed information regarding current UF grading policies can be found here:* https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/."

A	= 93-100	C(S)	= 73-76.9
A-	= 90-92.9	C-(U)	= 70-72.9
B+	= 87-89.9	D+	= 67-69.9
B	= 83-86.9	D	= 63-66.9
B-	= 80-82.9	D-	= 60-62.9
C+	= 77-79.9	E	= 0-59.9

Success and study tips

- Snowball the lecture notes. Begin studying lecture material immediately after the first lecture. Then, after the second lecture, begin your studies with day one lecture material. Continue this all the way up to the exams and case analyses. Engage your classmates in group projects. The material is meant to be discussed. ENGAGE!
- **Calendar all due dates and set reminders.** Google Calendar is a great resource for this. You are all busy and you might understandably forget to submit a discussion post. This happens every semester and unfortunately, your grade will suffer unnecessarily.

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Course Schedule

*This schedule is a tentative outline of the reading and assignments that will be covered throughout the semester.

Module	Week	Topic	Read	Due Dates
Module 1 – Introduction In this module, students will gain a clear understanding of what business analytics is and its importance in sport business. Students will also explore the classification of the data analytics and its applications.	1-2	Introduction Business Analytics	Ch 1 Watch Video	1/21. Student introduction video. Update Canvas user profile Syllabus quiz. Watch lecture (Concepts/Applications)
		JASP		1/21. Managing data in Excel/JASP Watch Lecture/JASP Videos
Module 2 – Descriptive Data Analysis In this module, students will learn basic methods of making sense of descriptive data by constructing appropriate summary measures, tables, and graphs.	3-4	Distribution of Variable	Ch 2	2/4. Chapter 2 Quiz & **A**ssignment (**A.**) - Describing (1) MLB player salary and (2) consumer salary/spending
		Relationship among Variables	Ch 3.	2/11. Chap.3. Quiz Chap. 3. A. - Finding relationships among PGA player performance measures
Module 3 – Probability/Decision Making Solving business problems involves dealing quantitatively with uncertainty. In this module, students will gain an understanding of probability distribution and its applications in decision-making process.	5-7	Probability Distributions	Ch 6	2/18. Chap.6. Quiz & A. - Assessing (1) winning probability and (2) NCAA coaching positions
		Decision Making under Uncertainty	Ch 7	2/25. Chap. 7. Quiz & A. - Using decision tree for coach's decision 2/25. **Case Analysis 1 & Peer review** 2/26. **Presentation of case analysis**
		Mid-Survey		3/4. **Exam 1**
Module 4 – Statistical Inference In this module, students will learn what are sampling schemes and how the information from them can be used to infer the properties of population in the context of difference between means.	8-9	Hypothesis Testing (1)	Ch 8	3/11. Chap. 8. Quiz & A. - Comparing means of (1) physical status in Navy Recruiting center and (2) mascot brand perception
		Spring Break		
		Hypothesis Testing (2)	Ch 18	3/25. Chap. 18. Quiz & A. - Comparing golf ball brands - driving distance
Module 5 – Regression/Forecasting In this module, students will gain a better understanding of relationships between independent and dependent variables and learn how to apply them to predict future events.	10-12	Regression – Relationship	Ch 9	4/1. Chap. 9 Quiz & A. - Finding relationships among PGA player performance/outcome measures. A. - Identifying predictors of winning in PGA
		Regression – Statistical Inference	Ch 10	4/8. Chap. 10. Quiz & A. - Identifying predictors of winning for PGA players (cont.)
		Time-series Analysis	Ch 11	4/15. Read Chap. 11. Quiz & A. A. – Season tickets sold
Module 6 – Data Mining Massive digital data sets are readily available in the sports business. In this module, students will learn several approaches in data mining to discover patterns, trends, and relationships among data.	13	Data Mining	Ch 16	4/21. Read Chap. 17. (No Quiz) A. - Identifying predictors of winning for NFL and NBA teams
	14-15	-	-	4/17-4/19. **Exam 2**
		-	-	4/21. **Case Analysis 2; Peer Review;** 4/22**. Presentation**