

EXPLORE BUSINESS

Sports Analytics: More than a Game

Teacher Guide



Wharton
UNIVERSITY of PENNSYLVANIA

GLOBAL YOUTH PROGRAM

Explore Business with Wharton

The Wharton Global Youth Program's *Explore Business* mini-sites are gateways to conversations, readings, and activities that help high school students think about trends transforming the world of business. The *Explore Business* content, meant to engage students whenever and wherever they are prepared to learn, is drawn directly from the Wharton School of the University of Pennsylvania, a world leader in business education.

CONTINUING WITH WHARTON'S NEWEST SERIES ON ANALYTICS!

Our latest series of mini-sites explores *Analytics*. The strategic use of data is transforming business, powered by the machine learning and models that carry out the analysis. These materials for your classroom are drawn from Wharton School's 2022-23 Beyond Business Series addressing critical issues facing the business world.

Data is a mighty tool that companies large and small are using to make deeper, stronger, more effective decisions with the goal of improving everything from products and innovation, to relationships with customers. With increasingly sophisticated analytics – technology-fueled analysis of that data that identifies important patterns – business leaders can discover new insights and draw ever-sharper conclusions. Be sure to visit our first two mini-sites in the Analytics series, the *Analytics of Finance* and *Using Data to Protect and Serve*.

OUR LATEST TOPIC IS SPORTS ANALYTICS: MORE THAN A GAME

Erika H. James, Dean of the Wharton School, leads a panel of experts to discuss how the sports and sports-betting industries are embracing data science. Dean James is joined by Eric Bradlow, a professor of marketing at the Wharton School and vice dean of Analytics at Wharton; and Amy Howe, CEO of FanDuel, a fantasy sports and online sports-betting company.

Who We Are

The [Wharton Global Youth Program](#) mobilizes the extensive opportunities of the Wharton academic community to educate, inform and inspire pre-college students to *Explore Business* practices, analyze the world's complex challenges, and take the needed steps to become leaders who will transform the global economy.

EXPLORE BUSINESS WITH US!

We have created **8** other mini-sites with classroom resources for high school teachers and students. We invite you to explore the [Business of Race](#) and [ESG](#). And be sure to discover the other two [Analytics](#) mini-sites. Dig in today!

HOW STUDENTS CAN EXPLORE MORE THAN A GAME

The activities on this mini-site all connect to the “More than a Game” discussion and let high school students *Explore Business* in different ways. They include:

- The complete hour-long “More than a Game” video conversation involving Erika James, Eric Bradlow and Amy Howe.
- A link to a published written summary of this discussion.
- Portions of the main video discussion divided into eight themed video segments with accompanying worksheets.
- Guided questions for each video segment in PDF format.
- Links to Wharton Global Youth Video Glossary terms and online business journal articles related to each video segment, included in the guided-question PDFs.
- A PDF Choice Board that allows students to choose different projects to further explore concepts introduced in this “More than a Game” discussion.

EXPLORING ANALYTICS WITH YOUR STUDENTS

High school educators are encouraged to review all the materials related to “More than a Game” and incorporate individual or collective activities into your classroom discussions and assignments, in person and online. Start with the introduction at the top of the mini-site homepage, which sets up the “More than a Game” discussion and explains why it is relevant to your students -- then begin your exploration. *Explore Business* is meant to be a complement to your curriculum, built with expertise and insights from the Wharton School community. Wharton is a world leader in business education. You can fit all or parts of our ongoing Analytics discussions into your daily, weekly or monthly lessons, however it works best.

*For insight on how another high school business educator has used our Explore Business mini-sites with his students, visit our [Essential Educator Blog](#).

LOOKING AHEAD

With this third mini-site on Analytics, we wrap up our latest Explore Business Series. Stay tuned to Wharton Global Youth for a whole new series of Mini-sites in the coming months!

LEARNING OBJECTIVES

After engaging with the *Explore Business More than a Game* discussion, students should be able to:

- Recognize how analytics and data are used to make decisions in professional sports and sports betting.
- Understand the essential role that data plays in establishing a new industry like online sports betting.
- Appreciate the existence of bias and variables in data analysis and the importance of maintaining data integrity.
- Begin to think critically about all the factors that influence decision-making in sports and elsewhere, with data and analytics as key support tools.
- Identify the scope of off-the-field sports-business activities, like marketing and customer acquisition, and how data informs all of it.
- Become familiar with key business concepts through the lens of academic research and business experience.
- Think about ways to apply these new ideas and discussions to their own experiences and lives.