Master of Sports Analytics

Developed in consultation with leading sports clubs and sports technology companies
Master of Sports Analytics
Australasia's first Master's degree in Sports Analytics

Campus
City Campus (Collins St)
Melbourne Campus (Bundoora)

Duration
1.5 years full-time or part-time equivalent (Master's)
1 year full-time or part-time equivalent (Graduate Diploma)

Academic entry requirements
An Australian Bachelor degree (or its equivalent), in exercise science AND/OR computer science or related disciplines.

Professional entry
Prior learning developed through relevant work experience or professional accreditation, where it is deemed to be at least equivalent to that obtained through a Bachelor degree, may be considered. In making an offer to an applicant, the University will give consideration to a range of factors to determine whether an applicant has demonstrated the capacity to work at a Master’s level, including academic record, English proficiency, and/or employment experience.

latrobe.edu.au/sports-analytics

The next frontier for elite sport
As sophisticated health and performance monitoring technologies become more prevalent across the sports industry, millions of data points are being generated through competition every week. As a result, sporting organisations have begun to recognise data analytics as the key to delivering their next competitive advantage.

La Trobe’s Master of Sports Analytics is designed to meet the need for data professionals in sport, and to ensure our graduates are at the forefront of this growing field.

Designed in consultation with industry leaders
Designed in consultation with Carlton FC, Melbourne City FC, Catapult and Optus, our Master of Sports Analytics will prepare you for the future of a rapidly growing profession.

Our industry connections with these leading sports clubs and sports technology companies mean you’ll have access to unique learning experiences, and rare networking opportunities. You’ll learn from guest speakers from within industry, work with data sets provided by experts in the field, and use the most sophisticated data analysis technology.

Graduate with an established professional network, and knowledge and skills specifically cultivated for the sports industry.

Study with the leaders in sports education
Our academics have practical experience and ongoing connections within industry. Program director Dr Stuart Morgan has worked for over 15 years at the cutting edge of sports science – within both the Australian and Victorian Institutes of Sport.

Dr Morgan is just one of the many experts who will support you in your studies, and through real-world examples and true-to-life case studies, our academics will ensure you graduate with a competitive skillset and the experience to excel.

You’ll also have access to our state-of-the-art VisLabs so you can learn to deliver insights on strategy, recruitment and performance using the very latest in data visualisation techniques.

Strong foundations for a career in elite sport
Our course draws on foundations in data analytics and computer science to give you the confidence to interact with big data and unlock real opportunities for sports teams. With advanced skills in data capture, analytics and visualisation, you’ll be prepared to untangle data and present your findings clearly and with lasting impact.

You’ll cover topics including:

Data capture and storage
with millions of data points available from a vast array of monitoring technologies, the ability to capture and sort data is central to the success of a sports analyst. You’ll learn to leverage best practice techniques and tools such as Catapult, R and Hadoop to get the most return on the opportunities this data provides.

Subjects
Sport Data Capture
Database Fundamentals

Analytical science
you’ll be taught fundamental skills in data mining, predictive modelling and artificial intelligence that can be combined with your knowledge of sports codes to deliver tangible insights. Learn to display your learnings with data visualisations to ensure maximum impact.

Subjects
Visual Analytics
Predictive Analytics
Object Oriented Fundamentals

Applied sports analytics
you’ll be equipped with strong foundations in data analytics and computer science, and learn to apply them on the live projects and problems practicing sports analysts face every day. Complete your studies with a research thesis that will engage with the issues at the forefront of this field.

Subjects
Principles of Sport Analytics
Sport Analytics in Practice
Research Thesis

Sports analytics fast facts

The sports industry is valued at over $500 billion globally and is experiencing rapid growth1
90% of Major League Baseball and 80% of National Basketball Association teams employ data analysts2
Data Mining and Analytics is ranked in the top 5 most influential technologies predicted to shape the sports industry3

2 Temple University, Institute for Business and Information Technology, Sports Analytics: Advancing Decision Making Through Technology and Data
3 PwC “Sport Survey 2016”
A unique skillset for the next generation of sports scientists

Big data is transforming the way elite sports clubs make decisions on athlete performance, strategy and recruitment. As massive amounts of data are generated in every week of sports competition, demand is high for professionals who can harness big data to deliver a winning edge.

Career outcomes
Armed with a deep knowledge of sport and expertise in data analytics, you’ll be in demand both within Australia and overseas. Graduates will be ready to deliver game-changing insights for sports teams, elite athletes, and related industries such as sports media, fantasy leagues, health, gaming, finance and retail.

Apply your skills to:

| performance analysis | technology development |
| training load management | research |
| injury prevention | talent identification |
| tactical strategies | strength and conditioning |
| player recruitment |

Our industry partners
- Carlton FC
- Melbourne City FC
- Optus
- Catapult

Close consultation with our partners has ensured the most relevant learning outcomes and great visibility over the state of the industry you’ll be graduating into.

‘If you want to be a sports analyst you need to understand sport and you need to understand data. This course is about creating hybrid sports scientists – graduates who will be very competitive in the elite sport job market.’

Dr Stuart Morgan, Associate Professor
Program Director (Sports Analytics)

Study at our City Campus (Collins Street)
Our campus has been designed around the latest innovations in educational design, teaching and learning technology and features a fully customised fit-out.
Applying via our online application system is easy. The application should take no longer than 20 minutes to complete, and you may need to submit relevant paperwork that addresses the entry requirements.

latrobe.edu.au/apply

A Graduate Diploma of Sports Analytics may be awarded to eligible students upon successful completion of required units, should they choose to exit early from the Master's degree.

latrobe.edu.au/consult

Register for a one-on-one consultation with a course specialist to find out more about our postgraduate courses. If you're unable to make it in person, we can organise a phone consultation at your convenience.

Want to know more? Get in touch!

Phone enquiries 1300 135 045

Online chat latrobe.edu.au/chat

Ask us a question latrobe.edu.au/ask-us

LinkedIn La Trobe University

latrobe.edu.au/sports-analytics

Disclaimer: The information contained in this publication is indicative only. The University reserves the right, before or after enrolment, to make any changes to the information, including but not limited to discontinuing or varying courses, subjects (units), staff, assessment and admission requirements. The University does not give any warranties in relation to the accuracy and completeness of the contents; nor does it accept responsibility for any loss or damage occasioned by use of the information contained in this publication. For course information updates, visit latrobe.edu.au/coursefinder.