



## Syllabus FS24

### “Data scraping and experimental evidence in sports management (S)”

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03SMDOEC1144  
3 ECTS

#### Instructors and seminar information:

- Prof. Dr. Helmut Dietl, University of Zurich, in cooperation with
- Petr Parshakov, Associate Professor HSE Perm,  
<https://www.hse.ru/en/staff/parshakov>
- Cornel Nesseler, Associate Professor University of Stavanger,  
<https://www.uis.no/nb/profile/cornel-maria-nesseler>
- Organizer at the chair: Carlos Gomez Gonzalez, [carlos.gomez@business.uzh.ch](mailto:carlos.gomez@business.uzh.ch)

#### Dates:

1. Day: 15.04.2024; 11:00-12:00
2. Day: 16.04.2023; 13:00–17:00
3. Day: 17.04.2023; 13:00–17:00
4. Day: 18.04.2023; 13:00–17:00
5. Day (Presentations): 19.04.2023; 13:00–17:00

Location: see course catalogue

#### Seminar description:

Participants will grasp foundational concepts of data scraping and its practical applications in the context of sports management. The course guides students in the setup and evaluation of both field and lab experiments, showcasing their pivotal role in advancing knowledge within the realm of sports management. By the course's conclusion, students will not only possess a solid understanding of essential data scraping techniques but also the ability to leverage experimental evidence to enhance decision-making in the dynamic field of sports management. This course equips forward-thinking individuals with the skills to navigate and innovate within the evolving landscape of sports management.





Intended learning objectives:

- Understanding basic concepts of data scrapping and how to apply them in sport management
- Setting up and evaluating field and lab experiments. Understand how these advance knowledge in sport management.

Participants:

The seminar is open to MA and PhD Students of the Faculty of Business, Economics, and Informatics.

Assessment and grades:

1. Group Paper (70%) – scale 1-6
2. Group Presentation (20%) – scale 1-6
3. Participation (10%) – passed/not passed

Learning resources:

There is no required textbook for the seminar. The lectures and notes of the seminar contain several research articles and book chapters for debate and discussion. The reading material will be readily available for students on OLAT.