INFORMATION SYNTHESIS IN THE NFL DRAFT

Bradley Baker's class finds a creative way to teach about information synthesis in sports management education: simulating an NFL draft.

Professionals in sport management have to use many sources of information (data analytics, scouting reports, college performance and more) when making personnel decisions for their teams. Sometimes these information sources align, making decisions easy. How do sport management professionals adjust when data sources do not align?

Bradley Baker developed an activity for students in his class, Introduction to Sports Analytics, to develop data strategies for this situation. The activity simulates the experience of preparing for the National Football League (NFL) draft.

Baker gives each group of students several types of evaluations, of varying quality, about the players eligible to be drafted. Using the evaluations, each group comes up with different strategies to weigh their evaluations. The activity culminates in a mock draft and a class reflection on the process.

This activity is a resource for all educators in sports management who are teaching students how to make decisions using various types of data. Baker believes the activity to be successful because it gives students the chance to work through data analytics challenges while engaging with content that is fun and interesting.

MAJOR TAKEAWAYS:

● Sport management professionals face challenging decisions when they have competing forms of data of varying quality that offer different analyses.

● In Bradley Baker's class activity, students practice how to make sense of competing data sources by simulating the NFL draft.

WHO NEEDS TO KNOW:

● Sport management educators

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● Teaching Information Synthesis Using the National Football League Draft. https://doi.org/10.1123/smej.2022-0016