

OUR (INTER)NATIONAL PASTIME: BASEBALL FROM INCEPTION TO THE MODERN ERA

Since its inception, baseball has impacted race, politics, economics, and culture both in the United States and around the world. In this survey course we will analyze the evolution of the sport as well as the modern game with its emphasis on data and scouting.



YOUR INSTRUCTOR: KATIE KRALL, MBA



Katie Krall is a Senior Product Manager of Baseball Strategy at Hawk-Eye Innovations, a division of Sony Sports Business. She spearheads the development of new products that leverage biomechanics, player tracking, bat, and ball flight data. Krall spent 2022 as a Development Coach with the Boston Red Sox where she oversaw pitch design, advance scouting and integrating data into player plans. She previously was part of the Global Strategy team at Google focusing on Google Workspace after two seasons with the Cincinnati Reds as a Baseball Operations Analyst, a position that combined the worlds of roster construction, analytics, and scouting. After graduating from Northwestern University, Krall worked for a year and a half at Major League Baseball in the Commissioner's Office in New York City as a League Economics & Operations Coordinator. At MLB, Krall advised Clubs on 40-man roster management, MLB rules and compliance, major league administration, and salary arbitration. In 2016, Krall planned the World Series Trophy Tour for the Chicago Cubs. The previous summer, she was an Assistant General Manager in the Cape Cod Baseball League. She received her MBA from the University of Chicago's Booth School of Business in June 2022. In fall 2023 she will be Adjunct Faculty in Northwestern's Masters of Sports Administration Program teaching Sports Business: Finance, Accounting, and Economics.

THURSDAYS, APRIL 11TH THROUGH MAY 16TH

9AM ALASKA | 10AM PACIFIC | 11AM MOUNTAIN | 12PM CENTRAL | 1PM EASTERN

- Live Lecture 1, Thursday, April 11
- Live Lecture 2, Thursday, April 18
- Live Lecture 3, Thursday, April 25
- Live Lecture 4, Thursday, May 02
- Live Lecture 5, Thursday, May 09
- Live Lecture 6, Thursday, May 16

For more information contact: