

**HLP 6515**  
**Evaluation Procedures in Health and Human Performance**  
(Spring 2025)

---

<b>Course Information</b>	Section: SM38 Credits: 3 Dates: January 13 – April 23 Time: Tuesday 10:40 – 11:30AM, Thursday 10:40AM – 12:35PM Location: MAEB 0234
<b>Contact Information</b>	Professor: Dr. DongKyu Hwang; Dr. Yong Jae Ko; FLG325C, Zoom E-Mail: <a href="mailto:dongkyuhwang123@gmail.com">dongkyuhwang123@gmail.com</a> ; <a href="mailto:yongko@ufl.edu">yongko@ufl.edu</a>
<b>Course Website</b>	Canvas ( <a href="https://elearning.ufl.edu">https://elearning.ufl.edu</a> )
<b>Course Communication</b>	For any general course inquiries, please send your questions to <a href="mailto:yongko@ufl.edu">yongko@ufl.edu</a> AND <a href="mailto:hwangdongkyu@ufl.edu">hwangdongkyu@ufl.edu</a> include “HLP6515” in the email.
<b>Required Book &amp; Readings</b>	(1) Albright, S. C., & Winston, W. L. (2025). <i>Business analytics: Data analysis and decision making (8th ed.; eTextbook)</i> . Mason, OH: Cengage. ISBN: 978-0357984581 (2) Reports, data, articles, and videos on Canvas.
<b>Software</b>	We will use JASP, open-source and R based software, extensively throughout the course. Basic familiarity with Microsoft Excel is also assumed.

**Course Overview**

This course uses a business analytics approach which is the scientific process of transforming a variety of data available in sport organizations into insightful and systematic information for making good decisions. The emphasis throughout the course will be on business problems, analytical methods, solution methods, and managerial interpretation of the results. The course gives students plenty of hands-on experiences with numerous real sport business problems.

**Course Objectives**

After successfully completing this course, students will be able to:

1. Explain what business and data analytics are; and why this orientation offer strategic advantage to sport organizations.
2. Describe how managers use business analytics to formulate and solve business problems and to support managerial decision making.
3. Execute data analysis using JASP.
4. Summarize and describe data using tabular and graphical methods.
5. Interpret analysis results and apply them to decision making in sport business contexts.
6. Explain ethical issues that arise when utilizing business analytics techniques.

---

**Course Information and Policies**

---

1. Please be aware that the online learning platform can sometimes present significant challenges. Unlike traditional classroom settings in which each student gets the same class at a set time and day, the online setting is available to you 24 hours a day and gives students the opportunity to tailor class to their schedule. Please note, however, this course is not entirely self-paced.
2. There are select times during which modules and course materials will be available to you. You can view each module's lectures at any time during the dates in which the module is open. However, quizzes and assignments will only be made available to you until the due date(s) listed. There will be no class meetings for me to remind you of important due dates so please be sure to reference the syllabus to familiarize yourself with these critical deadlines.
3. There may be interactive meeting times scheduled throughout the semester. These dates and times will be determined according to student and instructor availability.
4. If personal circumstances arise that interfere with your ability to meet a deadline, please let me know as soon as possible prior to the deadline. Only university accepted excuses will be accepted and documentation must be provided before make-up work is accepted. Requirements for make-up quizzes, assignments, and other work are consistent with university policy:  
<http://gradcatalog.ufl.edu/content.php?catoid=5&navoid=1054#attendance>.
5. You have up to three (3) days after the posting grade to contact me regarding any issues or concerns, after which the grade is final. Grades are based on a point scale and will not be rounded.
6. This syllabus represents the tentative plans and objectives for this course. As we go through the semester, plans may need to change to enhance the learning opportunity. Such changes will be communicated clearly.

**Written Paper Policies**

1. All assignments and quizzes are to be submitted by 11:59pm ET on the date for which the item is due. Submitting them after this time will not be eligible for credit.
2. Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism includes cutting and pasting articles from any website without acknowledging the exact web page, as well as cutting and pasting from a student's own work submitted in another course.
3. Use an APA cover page with: Report title, your name, course name, and signature.
4. All papers MUST be APA Style (7<sup>th</sup> Ed). All references must be cited in text and appear in a reference list at the end of the paper. Assignments must be paginated, 1-inch margins, double spaced and use Times New Roman 12-point font.
5. Specific guidelines for each assignment are available on Canvas.

**Academic Integrity**

Any individual who becomes aware of an honor code violation is committed to take corrective action. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/students.php>.

Honor Code Policy: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding the Honor Code."

### **Online Profile**

Please update your Canvas profile with information and a photo by the end of the first week. This is done to familiarize you with students with whom you will be sharing online time. Click on the Setting in the top right of Canvas, then click on Edit Settings in the right column, and then click on the profile pic icon to change it. You will then be able to “upload a photo” or “take a photo” and then click Save.

### **In-Class Recording**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. Please check UF Regulation 4.040 Student Honor Code and Student Conduct Code for more information.

### **Religious Holiday Statement**

At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of his or her faith. The UF Religious Holidays Policy is available at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/#religiousholidaystext>.

### **Student Support**

- U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575.
- Counseling and Wellness Center: <https://counseling.ufl.edu/>, 352-392-1575.
- Crisis Lifeline: 988
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.
- University Police Department: 392-1111 (or 911 for emergencies) <http://www.police.ufl.edu/>.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit [shcc.ufl.edu](http://shcc.ufl.edu).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608: [ufhealth.org/emergency-room-trauma-center](http://ufhealth.org/emergency-room-trauma-center).

### **Academic Support**

- eLearning Technical Support: UF HELP Desk - 352-392-4357 (select option 2) or e-mail to [learning-support@ufl.edu](mailto:learning-support@ufl.edu). <https://lss.at.ufl.edu/help.shtml>
- Career Connections Center, Reitz Union: 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- Library Support: <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using libraries or finding resources.
- Teaching Center, Broward Hall: 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- Writing Studio, 302 Tigert Hall: 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>

### **Accommodations for Students with Disabilities**

Accommodating students with disabilities is especially important to me. If you are aware of your disability or might be concerned you have a disability, please register with the [Disability Resource Center](#) by visiting their [Get Started](#), call them at 352-392-8565 or visit the Dean of Students Office. Once registered, please visit me or send me an email during the first two weeks of class to provide me with a copy of your accommodation letter to ensure I fully understand your needs. It is my goal to provide you with the tools necessary to ensure you are successful in the classroom.

### **Course Evaluations**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

### **Course Format**

This course is an online course, and all class sessions will be delivered through Canvas. The course is organized around modules with the following units:

1. Lectures; watch the lecture videos
2. Readings; read the assigned readings/problems/questions
3. Quiz & exams
4. Assignments; conduct case analysis and weekly assignments by carefully following the guidelines

#### *Lecture Videos*

Key concepts will be presented through brief lectures at the beginning of each module. Each lecture will provide an overview of the central ideas associated with specific concepts for each module. The primary purpose of the lecture is to lay the foundation of the various concepts and analytic approaches. It will help you understand the business analytics concepts in an easier way. Please be sure to watch the lecture videos before reading the textbook and watching additional videos for statistical tools.

#### *Quiz*

There are 10 quizzes. The Canvas will automatically drop one lowest score from your Chapter Quizzes. They are timed and open-note and open-book. Once you start the quiz, you have to submit your answers in a given time period. Quizzes are short, they will take 30 minutes. Please watch lecture videos and read book chapters before starting your quiz.

#### *Exam*

There are 2 exams with true/false and multiple-choice format. They are timed, open-note, and open-book. Once you start the exam, you must submit your answers in a given time period.

#### *Weekly (Chapter) Assignment*

There are 11 chapter assignments. The Canvas will automatically drop one lowest score from your Chapter Assignments. They are not timed. Please watch lecture videos and carefully read the book chapter and guidelines before starting your chapter assignment. \*Rubric and specific guidelines for each assignment are available on Canvas.

#### *Case Analysis Assignments*

There are 2 case analysis assignments. They are a group assignment that will be completed by a group of 3-4 students. The grade for this assignment will be based on your ability to communicate the problem/issues, relate it to relevant class topics, and discuss ways to creatively/realistically address the business problems. Every aspect of the report must be as realistic as possible. You must research thoroughly and present data where

applicable throughout the paper. \*Rubric and specific guidelines for each assignment are available on Canvas.

**Course Evaluations**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

**Evaluation (%)**

1. Chapter Quiz (10)	20
2. Chapter Assignment (11)	40
3. Exam (2)	20
4. Case Analysis (2)	20
<b>Total</b>	<b>100</b>

**Grading Scale**

Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale below. *More detailed information regarding current UF grading policies can be found here:* <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

A	= 93-100	C(S)	= 73-76.9
A-	= 90-92.9	C-(U)	= 70-72.9
B+	= 87-89.9	D+	= 67-69.9
B	= 83-86.9	D	= 63-66.9
B-	= 80-82.9	D-	= 60-62.9
C+	= 77-79.9	E	= 0-59.9

**Success and study tips**

- Snowball the lecture notes. Begin studying lecture material immediately after the first lecture. Then, after the second lecture, begin your studies with day one lecture material. Continue this all the way up to the exams and case analyses. Engage your classmates in group projects. The material is meant to be discussed. ENGAGE!
- **Calendar all due dates and set reminders.** Google Calendar is a great resource for this. You are all busy and you might understandably forget to submit a discussion post. This happens every semester and unfortunately, your grade will suffer unnecessarily.

## Course Schedule

\*This schedule is a tentative outline of the reading and assignments that will be covered throughout the semester.

Module	Week	Topic	Read	Due Dates
<b>Module 1 – Introduction</b> In this module, students will gain a clear understanding of what business analytics is and its importance in sport business. Students will also explore the classification of the data analytics and its applications.	1-2	Introduction Business Analytics	Ch 1 Watch Video	1/19. Student introduction video. Update Canvas user profile Syllabus quiz. Watch lecture (Concepts/Applications)
		JASP		1/26. Managing data in Excel/JASP Watch Lecture/JASP Videos
<b>Module 2 – Descriptive Data Analysis</b> In this module, students will learn basic methods of making sense of descriptive data by constructing appropriate summary measures, tables, and graphs.	3-4	Distribution of Variable	Ch 2	2/2. Chapter 2 Quiz & Assignment (A.) - Describing (1) MLB player salary and (2) consumer salary/spending
		Relationship among Variables	Ch 3.	2/9. Chap.3. Quiz Chap. 3. A. - Finding relationships among PGA player performance measures
<b>Module 3 – Probability/Decision Making</b> Solving business problems involves dealing quantitatively with uncertainty. In this module, students will gain an understanding of probability distribution and its applications in decision-making process.	5-7	Probability Distributions	Ch 6	2/16. Chap.6. Quiz & A. - Assessing (1) winning probability and (2) gender equity in NCAA coaching positions
		Decision Making under Uncertainty	Ch 7	2/23. Chap. 7. Quiz & A. - Using decision tree for coach's decision <b>Case analysis 1 &amp; Peer review</b>
		<b>Mid-Survey</b>		2/26 - 2/28. <b>Exam 1</b>
<b>Module 4 – Statistical Inference</b> In this module, students will learn what are sampling schemes and how the information from them can be used to infer the properties of population in the context of difference between means.	8-9	Hypothesis Testing (1)	Ch 8	3/9. Chap. 8. Quiz & A. - Comparing means of (1) physical status in Navy Recruiting center and (2) mascot brand perception
		Hypothesis Testing (2)	Ch 18	3/16. Chap. 18. Quiz & A. - Comparing golf ball brands - driving distance
<b>Module 5 – Regression/Forecasting</b> In this module, students will gain a better understanding of relationships between independent and dependent variables and learn how to apply them to predict future events.	10-12	Regression - Relationship	Ch 9	3/30. Chap. 9 Quiz & A. - Finding relationships among PGA player performance/outcome measures. A. - Identifying predictors of winning in PGA
		Regression – Statistical Inference	Ch 10	4/6. Chap. 10. Quiz & A. - Identifying predictors of winning for PGA players (cont.)
		Time-series Analysis	Ch 11	4/13. Read Chap. 11. Quiz & A. A. – Season tickets sold
<b>Module 6 – Data Mining</b> Massive digital data sets are readily available in the sports business. In this module, students will learn several approaches in data mining to discover patterns, trends, and relationships among data.	13	Data Mining	Ch 16	4/20. Read Chap. 17. (No Quiz) A. - Identifying predictors of winning for NFL and NBA teams
	14-15			4/25. <b>Case Analysis 2; Peer Review; Presentation</b>
				4/21 - 4/23. <b>Exam 2</b>