

## LEI 4880 Research Methods FALL 2024

### INSTRUCTOR

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## *COURSE DESCRIPTION AND DELIVERY*

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**DESCRIPTION:** This course lays out the foundations for conducting research in the business world. That includes stating a problem, reviewing relevant literature to identify the current state of knowledge on the topic, selecting an appropriate research design and developing a sound research plan, planning the study with ethical considerations in mind, collecting data, analyzing data, and presenting the study results. The course largely concentrates on quantitative research designs, although qualitative approaches are also covered.

**TEXTBOOK:** Doing Research in the Business World (any edition) by David Gray. All other texts are optional.

**DELIVERY:** Combines face-to-face and Zoom sessions. Face-to-face sessions are not transmitted via Zoom, and the instructor does not provide recordings of Zoom sessions, either. Power Points of the lectures, homework assignments, and other course materials are posted on Canvas.

**CLASS MEETS:** Tuesday from 3:00 to 4:55 p.m. in LIT 0113 **face-to-face** and Thursday from 4:05 to 4:55 p.m. on **Zoom**.

**COMMUNICATIONS: Strictly via Canvas Inbox!** Your message with your name, course, and section number will be forwarded to the instructor's UF e-mail box. Using the instructor's e-mail creates course management and record-keeping issues. Use Canvas mail for questions about the course content, grades, special circumstances, and accommodations. Do not rely on oral communication in matters of importance. Expect a response within 24 hours, not including weekends and holidays.

**ACCOMMODATIONS:** Students with disabilities requesting accommodation should first register with the UF Disability Resource Center at (352) 392-8565 by providing appropriate documentation. Once registered, the student will receive an accommodation letter, and a copy will be sent to the instructor. **The student MUST contact the instructor personally or via Canvas inbox to activate the accommodation.** Follow this procedure as early as possible in the semester.

**OFFICE HOURS:** Tuesday, 9 AM – noon and 1-2 PM, FLG 186C, in person, or by appointment on Zoom.

**PERMANENT ZOOM LINK FOR THE COURSE:**

<https://ufl.zoom.us/j/96371878824?pwd=THp3VlpabG1rQWFHNUFLUURxQkMyQT09>

**Meeting ID: 963 7187 8824**

## *LEARNING OBJECTIVES*

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Upon successful completion of the course, you will be able to:

- Apply the scientific method to answer questions of practical and theoretical significance.
- Demonstrate comprehension and knowledge of the scientific research process, including formulating research questions, stating hypotheses, selecting appropriate methods, creating measurement instruments, collecting data, conducting basic analyses, and reporting and interpreting results.
- Make use of ethical guidelines to conduct a research study involving human subjects.
- Demonstrate comprehension and knowledge of various research designs covered in the course, such as surveys, experiments, observation, interviews, and focus groups through homework assignments, exams, and the term project.
- Design and carry out a small-scale research project in tourism, hospitality, leisure, park management, sport management, and related fields. The project will include a problem statement, a search for related literature on the topic of interest and available statistical data, selection of an appropriate research method, formulation of hypotheses and/or expected outcomes, data collection, and analysis.
- Demonstrate oral and written skills in presenting the research project results.

## *CLASSROOM POLICIES*

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**ATTENDANCE:** This course's requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies. Attendance is expected of students enrolled in this course and will be taken. Only the instructor can excuse a student from missing class. Non-approved absences affect your Attendance & Participation (A&P) score. Students can miss **one class on Tuesday** and **one class on Thursday** without a point deduction. Five unexcused absences result in zero A&P score. More info:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

If you missed a class, check the course weekly folder on the Canvas course website. Do not expect an individual delivery of the material because you missed the class.

**PHONE and LAPTOP:** Turn off your cell phone during class. Be on time for class. If you need to leave earlier, inform the instructor before class starts.

You may use your laptops in class to facilitate learning of the material (e.g., for quick information searches, note-taking, and similar). However, do not check your social networks during class: this is a matter of maturity and professionalism.

**FOOD:** Cups with closed lids are allowed in the classroom. A quick snack can be eaten between class periods. If eating during class time is necessary for medical or dietary reasons, do it discreetly (no smelly, crunchy foods or loud unwrapping noises, please).

## *ASSIGNMENTS*

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**HOMEWORK:** This course has six homework assignments. The purpose is to help students prepare for Exams 1 and 2. The homework is set up as quiz-type assignments taken online. There is no time limit and three attempts. The grading system keeps the latest score. One HW score out of six (the lowest) is dropped from the course grade calculation.

**EXAMS:** The exams are online quizzes, but you must be in the classroom to take them. They will be proctored. Bring your laptop, and do not forget to charge it fully.

**TERM PROJECT:** Students will be assigned into groups of 2-3 people to research a topic of their choice. Each group will prepare a 20-minute recorded presentation at the end of the semester. Details are published in the Term Project assignment area on Canvas. The Term Project grade reflects (1) the quality of the final product submitted by the group and (2) individual effort.

**GRADING POLICY:** The course grade is a combination of the grades in the following assignment categories:

- Homework – 20%
- Exams – 40%
- Term Project – 30%
- Attendance and Participation – 10%

Total: 100%

A score below 60% constitutes a failing grade. If you notice a scoring error, please notify the instructor within one week after the grade was released. No issue regarding scoring will be reviewed beyond this one-week period.

**Students with a failing score for the Term Project (below 60%) receive the grade of Incomplete for the course.** To change the grade, they must conduct their own research project approved by the instructor following the university grading timeline.

The final percentage points are translated into the letter grades as follows:

<b>A</b> 93% - 100% (4.0)	<b>B-</b> 80% - 82.99% (2.67)	<b>D+</b> 67% - 69.99% (1.33)
<b>A-</b> 90% - 92.99% (3.67)	<b>C+</b> 77% - 79.99% (2.33)	<b>D</b> 63% - 66.99% (1.0)
<b>B+</b> 87% - 89.99% (3.33)	<b>C</b> 73% - 76.99% (2.0)	<b>D-</b> 60% - 62.99% (0.67)
<b>B</b> 83% - 86.99% (3.0)	<b>C-</b> 70% - 72.99% (1.67)	<b>E</b> 0 - 59.99% (0)

**ACADEMIC HONESTY:** Violating academic integrity will result in a minimum academic sanction of a zero on the assignment. Discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code: <http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

## *SUBMISSION POLICY*

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**MISSED SUBMISSIONS:** This course's requirements for make-up exams, assignments, and other work are consistent with university policies. Follow logistics closely with respect to the submission of your work. Notice that all HW assignments have two deadlines: the “due” date and the “available until” date. The latter is considered a grace period for those students who encounter technical difficulties or other last-minute obstacles while submitting.

To facilitate learning and timely progression of the course for the entire class, keys to HW assignments are provided after the “available until” date. Because of that arrangement, **late assignments are not accepted**. The good news is that the lowest score in the Homework assignment group is dropped; therefore, your overall grade is not affected by missing one deadline. Late submission is allowed **only for the Term Project, with a 15% grade reduction**.

**IMPORTANT:** A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation.

If you have an illness, family emergency, or death, please contact the Dean of Students Office ([www.dso.ufl.edu](http://www.dso.ufl.edu)) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (<https://care.dso.ufl.edu/instructor-notifications/>). Do not provide any documentation to the instructor; this is your personal and protected information. The DSO is qualified to verify the documents you provide. The instructor will consider the recommendations from the DSO.

**COURSE CALENDAR:** As we go through the semester, there might be changes to enhance learning opportunities. Such changes, communicated clearly, are not unusual and should be expected.

Module	Dates	Tuesday LIT 0113 @ 3:00-4:55 PM	Thursday on Zoom @ 4:05-4:55 PM	Due on Mondays next week @11:59 PM
	22-Aug		Syllabus Quiz	
M1	27-Aug	Theoretical perspectives of research, main concepts Ch 2		
	29-Aug		Practicum - YSJ	
M2	3-Sep	Research planning, Ch 3, 5		HW1
	5-Sep		TP Meet 1 - YSJ	
M3	10-Sep	Quantitative research, Ch 6		HW2
	12-Sep		Practicum - YSJ	
M4	17-Sep	Sampling strategies, Ch 9		HW3
	19-Sep		Practicum - YSJ	
M5	24-Sep	Designing surveys, Ch10		
	26-Sep		Practicum - YSJ	
M6	1-Oct	Descriptive and inferential statistics Ch 23		HW4
	3-Oct		TP Meet 2 - YSJ	
M7	8-Oct	Questionnaires and interviews, Ch 14, 15.		
	10-Oct		Review for Exam 1, optional attendance - SS	
M8	15-Oct	<b>EXAM 1 - YSJ proctors</b>		
	17-Oct		Guest Lecture by Dr. Andrei Kirilenko: Big Data and AI in Research	
M9	22-Oct	Correlation and Regression, Ch 23		
	24-Oct		Practicum - SS	
M10	29-Oct	TP Groups work independently		HW5
	31-Oct		Practicum - SS	
M11	5-Nov	Qualitative research, Ch 7		
	7-Nov		TP Meet 3 - YSJ	
M12	12-Nov	Observation methods and focus groups, Ch 16, 17, 18		HW6
	14-Nov		Research Ethics - YSJ	
M13	19-Nov	Presenting results, Ch 26. Review for Exam 2.		
	21-Nov		TP Groups work independently	
Nov 25-Dec 1 Thanksgiving Week				
M14	3-Dec	<b>EXAM 2 - YSJ proctors</b>		
	<b>Finals week</b>	<b>Recorded TP presentations are due Dec 10 @11:59 PM</b>	<b>Alternative EXAM 2 date: Dec 11 @ 3-5 pm.</b>	<b>Tell the Instructor in advance if you opt for</b>

*I wish you success in this course! Dr. S.*