

# LEI 4880 RESEARCH METHODS

Spring semester 2025

## ***Instructor***

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Associate Professor

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Zoom: <https://ufl.zoom.us/j/94481644762> (only when announced!)

## ***Grader***

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## ***Department Chair***

Dr. Rachel Fu

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## ***Dean of Student:***

<https://care.dso.ufl.edu/instructor-notifications/>

352-294-2273.

## ***Office hours***

Wednesday 9:30 am – 11:30 am in person (190B Florida Gym)

## ***COURSE HOURS AND LOCATION***

FLG 230 Mon, Wed, Fri (8:30 – 9:20 am)

Some group work and quizzes will be online **occasionally**, on Fridays. **Consult with the syllabus on Canvas.**

**COURSE 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 pertaining to the issue, selecting an appropriate research design and developing a sound research plan, planning the study with ethical considerations in mind, collecting data, analyzing data, and writing a report/presenting the study results. The course largely concentrates on the quantitative study designs, although qualitative approaches are also covered.

**COURSE DELIVERY:** Face-to-face, with occasional zoom sessions. Quizzes, homework, and exams are submitted online via Canvas. Students take exams (but not regular quizzes!) using the Honorlock tool, requirements are listed below. The instructor does not provide recordings of the lectures, but Power Points of the lectures and other materials used in class are available.

**COURSE OBJECTIVES:** Upon successful completion of this course you will be able to:

- Apply the scientific method to answer questions of theoretical or practical significance.
- Conduct a study using the scientific method, both in theory and in practice.
- Make use of ethical guidelines to conduct a research study.
- Demonstrate comprehension and knowledge of various research designs covered in the course through quizzes, individual homework assignments, and the term project.

- Formulate research questions, state hypotheses, select an appropriate method, create a research instrument, collect data, and do basic analyses, as well as report and interpret the results.
- 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, 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 results of a research project.

## CLASSROOM POLICIES

**Attendance:** Attendance is required and will be checked either you attend in person or over Zoom. You have three missed class allowance before the attendance points are reduced. These allowance covers any personal circumstance such as pet's illness, religious holiday, wedding, etc. You don't need to present any evidence to take your attendance allowance.

The exceptional circumstances such as a personal illness are not counted towards the missed attendance allowance. You need to confirm your absence with the Dean of Students: <https://care.dso.ufl.edu/instructor-notifications/>; phone 352-294-2273. Please do not send me doctor's notes. I will follow DOS advice.

If you missed a class, check with your fellow students about presented material and announcements. Do not expect an individual delivery of the material because you missed the class.

**Participation:** Class participation is expected, encouraged, and is part of your final grade. During class discussions, conduct yourself in a professional manner, avoid profanity and ridicule. This is a collaborative classroom, where respect is the rule.

Turn off cellular phones during class. Be on time for class. If you need to leave earlier, let the instructor know before the 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). Refrain from checking your social networks during class; this is a matter of maturity and professionalism.

**Food:** Cups with closed lids are allowed in the classroom. If eating during class time is absolutely necessary (for dietary reasons, for example), do it discretely, and no smelly foods, please.

## TEXTBOOKS AND MATERIALS

The required reading is *Doing Research in the Business World* by David Gray.

We will also include chapters from *Research Design: Qualitative, Quantitative, and Mixed Methods* by John W. Creswell, *Statistics: a Tool for Social Scientists* by J. Healey, and from research papers.

*Exploring Research* (any edition) by Neil J. Salkind is another elective reading.

## GRADE OVERVIEW

We will work on returning all your submissions graded, with feedback for the assignments, within one week of the due date. The total grade (0-100%) will be a combination of the grades in the following categories:

1. Student projects (20%)
2. Quizzes (20%)
3. Exams (30%)
4. Home assignments (20%)
5. Participation and Attendance (10%)

## Grading Scale:

Information about UF's current grading policies may be found at the [UF Grades and Grading Policies website \(https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/\)](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/). The final percentage points are translated into the letter grades as follows:

<b>A</b>	93% - 100%	<b>C</b>	73% - 76.99%
<b>A-</b>	90% - 92.99%	<b>C-</b>	70% - 72.99%
<b>B+</b>	87% - 89.99%	<b>D+</b>	67% - 69.99%
<b>B</b>	83% - 86.99%	<b>D</b>	63% - 66.99%
<b>B-</b>	80% - 82.99%	<b>D-</b>	60% - 62.99%
<b>C+</b>	77% - 79.99%	<b>E</b>	0 - 59.99%

A score below 60 constitutes a failing grade. If you noticed a scoring error, please notify the instructor within one week the error was made. **No issues regarding scoring will be reviewed beyond this one week period. Students who did not submit the Term Project receive the grade of Incomplete for the course.**

## QUIZZES, HOMEWORKS, AND EXAMS

There are quizzes and homeworks associated with the course content and textbook readings. **One lowest score in each category is dropped (total of two scores). Save this opportunity for real emergencies.** There are two exams: Exam 1 and Exam 2.

Quizzes are open-book. Generally, students take quizzes from home during the Zoom classes. The purpose of the quizzes is to make sure that students are well familiar with the topical material and to prepare them for Exams 1 and 2. If during quiz-taking a student finds that s/he missed a particular question, they are encouraged to open the textbook and find the answer to the question. However, it is not advisable to consult the book for each question as it takes from your time and, more importantly, does not allow you to identify areas which need attention when preparing for the exams. The best strategy is to study prior to a quiz and then answer as many questions as possible without help of the book. And only then consult the book to review again the questions you are not sure about.

Homework is set as a quiz-type assignment; however, they are not timed and before the time is due, you can make as many attempts as you want.

Exam 1 and 2 are in person. Please become familiar with the test-taking requirements and stick to them closely. You might also wish to take a practice exam prior to Exam 1 to get familiar with the Honorlock settings.

## TERM PROJECT

Students will be assigned into groups of approximately 5 people to research a question of their choice. Each group will prepare a 15-20 minutes video presentation. Details are published in the Term Project assignment area of Canvas. The projects will be evaluated as follows:

- 75% of points assigned by the instructor equally to each participant of the group based on the quality of their report;
- 25% of points anonymously distributed by each student to other members of their group based on their input to the overall product.

## SUBMISSION POLICY

Follow closely the course logistics with respect to the submission of your work. The lowest score in the Homework and Quiz assignment groups is dropped (that is, two scores in total); therefore, your overall grade will not be affected by missing one deadline in each of these assignment groups. **All emergencies or special circumstances (e.g., religious observances or important family events) that prevent you from submitting on time have been cared for by this policy; therefore, there is no need to negotiate with the instructor.** The technical problems are not considered valid reasons for missing deadlines: they need to be

proactively managed; do not wait until the last minute. Late submission is allowed only for the Term Project, with 15% grade reduction.

To facilitate learning and timely progression of the course for the entire class, keys to assignments are provided after the due date/time. Because of that arrangement, late assignments are not accepted.

**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/>). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO.

## EXAMS

Exams 1 and 2 are closed-book. Exam 1 is 50 min and Exam 2 is 100 min long.

Since many students like to get their Exam 2 ASAP, I provide two dates for Exam 2: an early one and the official one. Free to choose any. The problems may be slightly different.

## Course Communication

Via Canvas mail. Your message will directly follow to the instructor's UF e-mail box. Using the instructor's personal e-mail creates issues with keeping the course records straight. Use Canvas mail for personal questions related to the course content or of a personal nature, such as grades, special circumstances, and needed accommodations. For technical issues, please see the "Getting Help" section below.

Expect a response within 24 hours, not including weekends and holidays. All online correspondence must have your full name in the message body and contain your course and section number in the subject line.

If you have a question not specific to you, consult the Help Forums. It's likely that others have the same questions. Feel free to answer questions posted by your peers.

## Getting Help

If you encounter a technical issue, please contact UF Computing Help Desk, <http://helpdesk.ufl.edu>. **Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST message your instructor within 24 hours of the technical difficulty if you wish to request a make-up.**

## ONLINE 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/>

## DISCLAIMER

This syllabus and the schedule represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

## FINE PRINT

### Group work and academic honesty

The plagiarism and other violations of the academic honesty will be punished with 0% grade for the assignment; the offender will be reported to the head of department and/or graduate school for possible actions. The UF defines plagiarism in the following way (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>):

*“(a) Plagiarism. A student shall not represent as the student’s own work all or any portion of the work of another. Plagiarism includes but is not limited to:*

*1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.*

*2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.”*

Further, each student is expected to abide by the Honor Code: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity” (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>). Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. Please refer to the abovementioned Honor Code for a complete explanation of the University of Florida Academic Honesty Policy.

### CAMPUS RESOURCES

#### **Health and Wellness**

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 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575.

University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.

Disability resource center: <https://drc.dso.ufl.edu>, 392-8565, [accessUF@ufsa.ufl.edu](mailto:accessUF@ufsa.ufl.edu).

#### **Academic Resources**

E-learning technical support, 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 Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the 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 Campus: [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf); On-Line Students Complaints:

<http://www.distance.ufl.edu/student-complaint-process>

#### **Student Complaints**

Campus students: [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf);

On-Line students: <http://www.distance.ufl.edu/student-complaint-process>

week	date	Module	Topic	Activity	Reading	Assignment
1	1/13/2025		1 Syllabus, presentation of projects	Q&A		
1	1/15/2025		1 Theoretical perspectives of research	Lecture	Ch. 2	
1	1/17/2025		2 Research planning	Lecture part 1	Ch. 3, 5	
2	1/20/2025			No classes		
2	1/22/2025		2	Lecture part 2		
2	1/24/2025		2	Quiz, group work		Q1
3	1/27/2025		3 Research ethics	Lecture	Ch. 4	
3	1/29/2025		3	Practicum 1		
3	1/31/2025		3	Project meet 1		HW1
4	2/3/2025		4 Quantitative research	Lecture / Part 1	Ch. 6	
4	2/5/2025		4	Lecture / Part 2		
4	2/7/2025		4	Practicum 2, group work		Q2
5	2/10/2025		5 Qualitative research	Lecture / Part 1	Ch. 7	
5	2/12/2025		5	Lecture / Part 2		
5	2/14/2025		5	Project meet 2		HW2
6	2/17/2025		6 Sampling strategies	Lecture / Part 1	Ch. 9	
6	2/19/2025		6	Lecture / Part 2, 3		
6	2/21/2025		6	Practicum 3a, 3b		Q3
7	2/24/2025		7 Designing surveys	Lecture / Part 1	Ch. 10	
7	2/26/2025		7	Lecture / Part 2		
7	2/28/2025		7	Practicum 4, group work		Q4, HW3
8	3/3/2025	recap	Midterm recap	Recap lecture		
8	3/5/2025	recap	Midterm consultation	Q&A		
8	3/7/2025	exam	Midterm exam			
9	3/10/2025		9 Questionnaires and interviews	Lecture / Part 1	Ch. 14, 15	
9	3/12/2025		9	Lecture / Part 2		
9	3/14/2025		9 Project draft 1 SUBMISSION DEADLINE	Practicum 5, group work		Q5
10	3/17/2025	School Breaks		No classes		

10	3/19/2025	School Breaks		No classes		
10	3/21/2025	School Breaks		No classes		
			Observations methods, focus			
11	3/24/2025	10	groups AK at AAG - guest lecturer	Lecture / Part 1	Ch. 11, 16, 17, 18	
11	3/26/2025	10	AK at AAG - guest lecturer	Lecture / Part 2, 3		
11	3/28/2025	10	Meet online for project work. On your own.	Practicum 6, group work.		HW4
			Descriptive and inferential statistics			
12	3/31/2025	11		Lecture / Part 1	Ch. 23	
12	4/2/2025	11		Lecture / Part 2		
12	4/4/2025	11		Practicum 7 (Ambassadore Survey)		Q6
13	4/7/2025	12	Correlation and regression	Lecture	Ch. 23	
13	4/9/2025	12		Inferential statistics in Excel		
13	4/11/2025	12		Practicum 10, group work		Q7
14	4/14/2025	13	Presenting research results	Lecture / Part 1	Ch. 26	
14	4/16/2025	13		Lecture / Part 2		
14	4/18/2025		Project presentation 1			HW5
15	4/21/2025		Project presentation 2			
15	4/23/2025	exam	Exam 2 - early date			
15	5/1/2025	exam	Exam 2 - regular date at 3 pm			