

## **HLP 6535**

### **Research Methods in Sport Business**

#### **COURSE SYLLABUS**

FALL 2020

Section 35YK (100% Online) and Section 4B68  
(Physical Presence Requirement)

#### **INSTRUCTOR:**

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Lecturer

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Office hours: By Appointment via Zoom

#### **REQUIRED COURSE READINGS:**

1. *All readings are posted on the Canvas website.*

#### **COURSE DESCRIPTION:**

This course introduces students to research methodology and application of social science research. Areas covered include the study of the research process, research designs, proposal writing, sampling procedures, measurement, survey research, hypothesis testing, and the research presentation.

#### **COURSE OBJECTIVES:**

By the end of this course, students will be able to:

1. Articulate the research process or the ways in which researchers go about their work and the ways in which scientific inquiry proceeds.
2. Describe and demonstrate skills and knowledge to discriminate "good" from "bad" research reported in academic, business, and trade journals.
3. Gain an enlightened understanding the available research in the sports business
4. Demonstrate and articulate skills to locate problem areas in organizations, and plan, organize, design, and conduct research to help solve the identified problems.
5. Demonstrate the ability to write and present research proposals and reports for managerial decision making in sports organizations.

## **COURSE FORMAT:**

Students are also expected to view all of the course lectures and complete all assignments as assigned in the syllabus and posted on the Canvas course website.

## **GENERAL EVALUATION GUIDELINES:**

Grades will conform to the degree to which each of the requirements stressed in class is met in the various assignments and projects.

## **RESEARCH PROPOSAL:**

The major project of the semester is a research proposal conducted on a sport management or athlete development problem within a client organization. Students should allocate adequate time to get the project done on time. Students will produce a research proposal prospectus for approval prior to beginning their projects.

## **QUIZZES\*:**

There will be two short essay quizzes. A maximum of 1 hour and 15 minutes will be devoted to each quiz. Quizzes are open note.

**\*Note that individuals in Course Section 4B68 will be taking their first quiz in a physical classroom the same week as the online quiz.**

## **ASSIGNMENTS:**

Students will be responsible for several assignments as outlined in the grading scale and course outline. Specific instructions for completing each assignment will be posted on Canvas course website under the Module and Assignment pages.

## **GRADING SCALE:**

Project	Points	
Review of Literature	50	
Citation hunt	20	
Qualtrics Questionnaire	30	
Discussion Boards X 3	45	15 points each X 3 Boards
Research Proposal Prospectus	25	
Quiz 1	75	
Quiz 2	75	
Final project	100	
Oral presentation	30	

A	=	93-100%
A-	=	90 – 92.9%
B+	=	87-89.9%
B	=	83-86.9%
B-	=	80 – 82.9%
C+	=	77-79.9%
C	=	73-76.9%
C-	=	70 – 72.9%
D+	=	67-69.9%
D	=	60-66.9%
E	=	59.9 or lower

## **COURSE POLICIES:**

### **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.”*

The following pledge will be either required or implied on all work:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment”

It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

**University Policy on Academic Misconduct:** Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

**University Policy on Accommodating Students with Disabilities:** Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

**Attendance and Make Up Policy:** Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

### **Getting Help:**

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)
- (352) 392-HELP
- <http://helpdesk.ufl.edu/>

### **U Matter, We Care**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

<b>Tentative Course Outline</b>				
	<b>Week:</b>	<b>Topic</b>	<b>Readings</b>	<b>Due</b>
<b>Module 1</b>	<b>1 and 2:</b> 8/31 – 9/11	Introduction to course and research  Research in business settings and addressing problems in organizations	Chapter 1  Chapter 2 Chapter 3	Discussion Board #1 <i>Due 9/9 at 11PM</i>  Receive Discussion Board #2 Assignment on 9/11
	<b>3:</b> 9/14-9/18	Research process and the literature review	Review of Lit. Handout Library Basics	
	<b>4:</b> 9/21-9/25	Research Proposals Ethics in research and the IRB process	Chapter 4 Chapter 5	
<b>Quiz # 1</b>	<b>5:</b> 9/28-10/2	<b>Quiz # 1</b> <i>Available 9/28 at 5AM and DUE prior to 10/2 at 11PM<sup>1</sup></i>		Post Assignment and Participate in Discussion Board #2 <i>Due 9/30 and 10/2 at 11PM</i>
<b>Module 2</b>	<b>6:</b> 10/5-10/9	Research designs	Chapter 6	Citation hunt <i>Due 10/9 at 11PM</i>
	<b>7:</b> 10/12-10/16	Sampling Designs	Chapter 7	
	<b>8:</b> 10/19-10/23	Measurement and Scaling	Chapters 8 & 9	Research Prospectus <i>Due 10/23 at 11PM</i>
	<b>9:</b> 10/26-10/30	Exploring Secondary Data  Survey Methods	Chapter 10 Chapters 11	
<b>Module 3</b>	<b>10:</b> 11/2-11/6	Questionnaire Development and Validation Exercises  Web based questionnaires Qualtrics demonstration	Chapter 12	Review of Literature <i>Due 11/6 at 11PM</i>
	<b>11:</b> 11/9-11/13	Qualitative Research	Chapter posted on Canvas	
	<b>12:</b> 11/16-11/20	Data preparation & exploring data	Chapter 15 & 16	Qualtrics Questionnaire <i>Due 11/20 at 11PM</i>

<sup>1</sup> Taken on campus between 9/28 and 10/2 for students in Section 4B68

	<b>13:</b> 11/23-11/25	Presenting Research	Chapter 20	
<b><u>QUIZ #2</u></b>	<b>14:</b> 11/30-12/2	<b>QUIZ #2</b> <i>Available 11/30 at 5AM and DUE on 12/4 at 11PM</i>		
<b>Present- ations and Final Project</b>	<b>15:</b> 12/7 – 12/11	Research Presentations and Final Project Submissions		Research Presentations <i>Due 12/7 at 11PM</i>  Discussion Board #3 <i>Due 12/9 at 11PM</i>  Final written project <i>Due 12/12 at 11PM</i>