

# HLP 6515

## Evaluation Procedures in Health and Human Performance

(Spring 2022)

Department of Sport Management  
College of Health and Human Performance  
University of Florida

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<b>Course Information</b>	Section: Z3YK, Z1YK, Z5YK	Credits: 3
	Dates: January 5 – April 20	Location: Web Based
<b>Contact Information</b>	Professor: Dr. Yong Jae Ko	Office: FLG 325C
	E-Mail: <a href="mailto:yongko@ufl.edu">yongko@ufl.edu</a>	Phone: 352-294-1665
<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 post your questions in the “General Course Questions” discussion link on Canvas. For all other inquiries, please send your questions to <a href="mailto:yongko@ufl.edu">yongko@ufl.edu</a> and include “HLP6515” in the email.	
<b>Required Book &amp; Readings</b>	(1) Albright, S. C., & Winston, W. L. (2020). <i>Business analytics: Data analysis and decision making (7th ed.; eTextbook)</i> . Boston, MA: Cengage. ISBN-13: 978-0357109953 (2) Reports, data, articles, and videos in 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 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 such as athlete/team performance and coaches’ decision, salary, and consumer and donor behavior.

### Course Objectives

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

1. Explain what business and data analytics are; and why organizations are actively adopting this orientation for strategic advantage.
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 and basic Microsoft Excel tools.
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

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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. 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.
4. There may be interactive meeting times schedule throughout the semester. These dates and times will be determined according to student and instructor availability.
5. 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>.
6. 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.
7. 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.

### 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."

### 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.

### 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.

## **Written Paper Policies**

1. Written papers are to be submitted via Canvas by 11:59pm ET on the date for which the paper is due. Ten percent will be deducted for each day any paper is late, and the paper is considered late after 11:59pm on the due date.
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: your name, course name, title, and signature.
4. All papers MUST be APA Style. 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.

## **Accommodations for Students with Disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <http://www.dso.ufl.edu/drc/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## **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/>.

## **Counseling and Wellness**

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

## **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.

## **Respect for Diversity and Inclusion**

It is my intent to create a learning environment for my students that supports a diversity of thoughts, perspectives, and experiences, and honors your identities (including race, ethnicity and national origins, gender/gender identity, class, sexuality, religion, ability, etc.). Diversity that students bring to this class be viewed as a resource, strength, and benefits. Please visit this link for more resources;

<https://ufl.instructure.com/courses/414526/pages/teaching-and-classroom-resources>

## **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 and tasks:

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 and examples.

### *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 approximately 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 and open-note and open-book. Once you start the exam, you must submit your answers in a given time period.

### *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 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.

### **Evaluation (%)**

1. Chapter Quiz (10)	20
2. Chapter Assignment (11)	30
3. Exam (2)	20
4. Case Analysis #1	10
5. Case Analysis #2	20
<b>Total</b>	<b>100</b>

### **Grade Breakdown (%)**

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

## 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	Course Introduction Syllabus	Video	1/9. Student intro. Video Watch JASP videos
		Business Analytics: Concepts/ Applications	Ch 1.	1/16 Watch 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.	1/23. Quiz Chapter 2 Assignment (Chap. 2 A.) - Describing (1) MLB player salary and (2) consumer salary/ spending
		Relationship among Variables	Ch 3.	1/30. 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 5.	2/6. Quiz Chap. 5. A. - Assessing (1) winning probability and (2) gender equity in NCAA coaching positions <b>Case analysis 1</b>
		Decision Making under Uncertainty	Ch 6.	2/13. Quiz Chap. 6. A. - Using decision tree for coach's decision
		<b>Mid-course Survey</b>		2/17-2/20. <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 confidence interval estimation and hypothesis testing.	8-11	Sampling Distributions	Ch 7.	2/27. Quiz Chap. 7. A. - Donors in UAA.
		Confidence Interval Estimation	Ch 8.	3/6. Quiz Chap. 8. A. - Estimating (1) NFL player salary and (2) giving by UF donors
		Spring Break		
		Hypothesis Testing (1)	Ch 9.	3/20. Quiz Chap. 9. A. - Comparing means of (1) physical status in Navy Recruiting center, (2) consumer salary/spending
		Hypothesis Testing (2)	Ch18.	3/27. Quiz Chap. 18A. - Comparing golf ball 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	12-13	Regression – Relationship	Ch10.	4/3. Quiz Chap. 10 A. - Identify predictors of winning in PGA
		Regression – Statistical inference	Ch11.	4/10. Quiz Chap. 11 A. - Identify predictors of winning for PGA players (cont.)
<b>Module 6 – Data Mining</b> Massive digital data sets are readily available in sport business. In this module, student will learn several approaches in data mining to discover patterns, trend, and relationships among data.	14-15	Data Mining	Ch17.	4/17. No Quiz Chap. 17 A. - Identify predictors of winning for NFL and NBA teams
				4/24. <b>Case analysis 2 / Peer review</b> 4/25-4/27. <b>Exam 2</b>