

HLP 6535 Research Methods

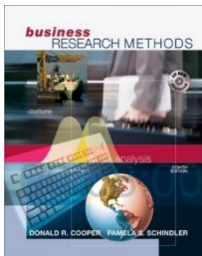
COURSE SYLLABUS

Summer 2019 - Online Sections
75D6 & 42G0

INSTRUCTOR:

Dr. Michael Sagas, EdD
Professor, Dept. of Tourism, Recreation and Sport Management
Email: msagas@ufl.edu
Office Hours: By appointment
Phone: 352- 294-1640

REQUIRED COURSE READINGS:



1. Cooper, D.R., & Schindler, P.S. (2002). *Business Research Methods (8th ed.)*. New York: McGraw Hill.
2. *All other readings posted on 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 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 project.

QUIZZES:

There will be two short essay/answer type quizzes. The quizzes will be graded for logical presentation of appropriate and focused answers to several questions. A maximum of 1 hour and 15 minutes will be devoted to each 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 Questionnaires | 30 | |
| Discussion Boards X 3 | 45 | 15 points each X 3 Boards |
| Research Proposal Prospectus | 25 | |
| | | |
| Quiz 1 | 100 | |
| Quiz 2 | 100 | |
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| | | |
| Final Project- Research Proposal | 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 |

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:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Tentative Course Outline

| | Week: | Topic | Readings | Due |
|------------------------|----------------|---|--|---|
| Module 1 | 1: 5/13-5/17 | Introduction to course and research | Chapter 1 | |
| | 2: 5/20-5/24 | Research in business settings and addressing problems in organizations | Chapter 2 Chapter 3 | Discussion Board #1 <i>Due before 5/19 & before 5/21 at 11PM</i> Receive Discussion Board #2 Assignment on 5/24 |
| | 3: 5/28-5/31 | Research process and the literature review | Review of Lit. Handout Library Basics | |
| | 4: 6/3 – 6/7 | Research Proposals Ethics in research and the IRB process | Chapter 4 Chapter 5 | Post Assignment and Participate in Discussion Board #2 <i>Due before 6/7 and before 6/10 at 11PM</i> |
| <u>Quiz # 1</u> | | Quiz # 1 <i>Available 6/7 at 5 AM to 6/10 at 11 PM</i> | | |
| Module 2 | 5: 6/10-6/14 | Research designs Sampling Designs | Chapter 6 Chapter 7 | Citation hunt <i>Due 6/15 at 11PM</i> |
| | 6: 6/17-6/21 | Measurement | Chapters 8 & 9 | Research Prospectus <i>Due 6/22 at 11PM</i> |
| | 7: 7/1– 7/5 | Exploring Secondary Data Survey Methods | Chapter 10 Chapters 11 | Review of Literature <i>Due 7/6 at 11PM</i> |
| Module 3 | 8: 7/8 – 7/12 | Questionnaire Development and Validation Exercises Web based questionnaires Qualtrics demonstration | Chapter 12 | |
| | 9: 7/15 – 7/19 | Qualitative Research | Chapter posted on Canvas | Qualtrics Questionnaires <i>Due 7/20 at 11PM</i> |

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|----------------------|-----------------|---|----------------|--|
| | 10: 7/22 – 7/26 | Data preparation & exploring data | Chapter 15 &16 | |
| | 11: 7/29 – 8/2 | Presenting Research | Chapter 20 | |
| <u>QUIZ #2</u> | | QUIZ #2 <i>Available 8/2 at 5AM to 8/5 at 11PM</i> | | |
| <u>Presentations</u> | 12: 8/5 – 8/9 | Research Presentations | | Research Oral Presentations <i>Due 8/7 at 11PM</i> Discussion Board #3 <i>Due 8/9 at 11PM</i> Final written project <i>Due 8/10 at 11PM</i> |