

LEI4880: RESEARCH METHODS - ONLINE

Semester/year: Fall 2025

Credit hours: 3

Course website: elearning.ufl.edu

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 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 concentrates on quantitative research designs and has an AI component and data analysis practicums with Excel. Qualitative approaches are also covered.

INSTRUCTOR

Rezvan Eftekhary

Office hours: Mondays, 4-6 pm, by appointment via Zoom: <https://ufl.zoom.us/j/97763167903>. (Meeting ID: 977 6316 7903) or in person, FLG, 166.

Messaging: Use the [Canvas Inbox](#), conversation tool to message your instructor. Use personal email rezvan.eftekhary@ufl.edu for emergencies only. Expect a response **within 24 hours**, not including weekends and holidays.

REQUIRED TEXT

The readings are mostly based on *Doing Research in the Business World* by David Gray (any edition).

All other texts are optional.

COURSE LEARNING OBJECTIVES

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

- Apply the scientific method to answer questions of practical and theoretical significance.

- Demonstrate comprehension and knowledge of a scientific research process: 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 presentation skills while reporting the results of the research project.

PREREQUISITES

There are no prerequisites for this course.

MINIMUM TECHNOLOGY REQUIREMENTS

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to his or her degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

MINIMUM TECHNICAL SKILLS

To complete your tasks in this course, you will need a basic understanding of how to operate a computer, and how to use word processing software.

ASSIGNMENT

QUIZZES

Each course module has a short quiz. The purpose of the quizzes is to help students prepare for Exams 1 and 2. The lowest score is dropped: save this opportunity for a real emergency.

EXCEL PRACTICUMS

The course includes several data analysis assignments to be completed in Excel. The lowest score is dropped and not included in the calculation of the final course grade.

EXAMS

The exams are set up as larger quizzes and will be proctored by Honor Lock Software. You can take a trial quiz to familiarize yourself with the settings.

TERM PROJECT

Each student is to complete a small-scale research project on a topic of their interest. The deliverables consist of two assignments. One is **Term Project Design (TPD)** which is a one-page description of the topic, its relevance, underlying theory/perspective, selected research approach, proposed sample, and a questionnaire if applicable. This information can also be submitted as a 3-5-minute recording, whichever is preferable. Each student will have to provide constructive feedback to at least two of their classmates on their TPD assignment. The TPD grade includes those feedback comments. The second part of the Term Project grade is **Term Project Presentation (TPP)**. At the end of the semester, students submit a 20-minute recorded presentation of their project with consideration of the feedback received, data collection, data analysis, discussion/interpretation of results, and conclusion. Details are provided in the assignment area of Canvas. Be mindful of the submission dates for both TPD and TPP.

Course Summary:

Date	Details	Due
Mon Sep 1, 2025	Quiz Course Orientation Quiz	due by 11:59pm

Date	Details	Due
Mon Sep 8, 2025	Quiz Module 1 Quiz: Theoretical Perspectives of Research	due by 11:59pm
Mon Sep 15, 2025	Quiz Module 2 Quiz: Research Planning	due by 11:59pm
	Assignment Module 2 Practicum: Excel Basics	due by 11:59pm
Mon Sep 22, 2025	Assignment Module 3 Practicum: Charts	due by 11:59pm
	Quiz Module 3 Quiz: Quantitative Research	due by 11:59pm
Mon Sep 29, 2025	Assignment Module 4 Practicum: Sampling Strategies	due by 11:59pm
	Quiz Module 4 Quiz: Sampling Strategies	due by 11:59pm
Mon Oct 6, 2025	Assignment Module 5 Practicum: Cross Tabulation	due by 11:59pm
	Quiz Module 5 Quiz: Designing Surveys	due by 11:59pm
Mon Oct 13, 2025	Quiz Module 6 Practicum: Descriptive Statistics	due by 11:59pm
	Quiz Module 6 Quiz: Descriptive and Inferential Statistics	due by 11:59pm
Mon Oct 20, 2025	Quiz Module 7 Practicum: Inferential Statistics	due by 11:59pm
	Quiz Module 7 Quiz: Questionnaires and Interviews	due by 11:59pm

Date	Details	Due
Mon Oct 27, 2025	Quiz Exam 1	due by 11:59pm
Mon Nov 3, 2025	Quiz Module 8 Practicum: Correlation and Regression	due by 11:59pm
	Quiz Module 8 Quiz: Correlation and Regression	due by 11:59pm
Mon Nov 10, 2025	Discussion Topic Term Project: Design	due by 11:59pm
	Assignment Module 9 Practicum: AI Tools	due by 11:59pm
Mon Nov 17, 2025	Quiz Module 10 Quiz: Qualitative Research	due by 11:59pm
Mon Nov 24, 2025	Quiz Module 11 Quiz: Observation Methods and Focus Groups	due by 11:59pm
Mon Dec 1, 2025	Quiz Module 12 Quiz: Quantitative Research	due by 11:59pm
Mon Dec 8, 2025	Quiz Exam 2	due by 11:59pm
Wed Dec 10, 2025	Discussion Topic Term Project: Presentation	due by 11:59pm

GRADING:

GRADE OVERVIEW

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

Assessment	Percentage of Grade
Quizzes	20%
Exams	40%
Excel Practicums	10%
Term Project	30%
Total	100%

GRADING POLICY

We'll do our best to have your work graded **within a week after the due date**.

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

Grade	GPA	Percentage
A	4.0	93% - 100%
A-	3.67	90% - 92.99%
B+	3.33	87% - 89.99%
B	3.0	83% - 86.99%
B-	2.67	80% - 82.99%
C+	2.33	77% - 79.99%

Grade	GPA	Percentage
C	2.0	73% - 76.99%
C-	1.67	70% - 72.99%
D+	1.33	67% - 69.99%
D	1.0	63% - 66.99%
D-	0.67	60% - 62.99%
E	0.0	0 - 59.99%

A score below 60% constitutes a failing grade. If you noticed a scoring error, please notify the instructor within one week of the error being made. No issue regarding scoring will be reviewed beyond this one-week period. **Students who have a failing score for the Term Project (below 60%) receive the grade of Incomplete for the course.** They will follow the UF procedure and timeline to change the grade.

More information on grades and grading policies can be found on the [UF Grades and Grading Policies website](#).

COURSE POLICIES:

SUBMISSION POLICY

Follow logistics closely with respect to the submission of your work. Notice that all assignments have two deadlines: the “due” date and the “available until” date. The latter is considered a grace period for those students who encountered technical difficulties or other last-minute obstacles while submitting.

To facilitate learning and timely progression of the course for the entire class, keys to quizzes 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 Quiz and Excel Practicums assignment group is dropped; therefore, your overall grade is not affected by missing two deadlines. Late submission is allowed **only for the Term Project, with a 15% grade reduction**.

IMPORTANT: The course follows the UF policies regarding missed assignments due to unforeseen medical or family emergencies. 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. In the case of a medical or family emergency, please contact the Dean of Students Office (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/>).

"Prior to submitting an Instructor Notification, please speak with your instructor regarding your absence and any accommodation requests. Instructors may ask for additional documentation or direct you to proceed with the Instructor Notification process through Campus Assistance and Resources for Empowerment (CARE) within the Dean of Students Office."

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.

It is the student's responsibility to provide documentation **within two weeks of the missed assignment** to initiate arrangements for a missed assignment. A make-up quiz, homework, or exam will be similar to the one taken by other students, but you may find it more, or less, difficult.

Information about UF's current grading policies may be found at the [UF Grades and Grading Policies website](#).

COURSE COMMUNICATION

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 related to the course content, grades, special circumstances, and accommodations. Expect a response within 24 hours, not including weekends and holidays. For technical issues, please see the "Getting Help" section below.

If you have a question not specific to you, consult the Course [Help Forum](#). It's likely that others have the same questions. Feel free to answer questions posted by your peers.

COURSE ETIQUETTE

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. Failure to follow netiquette may result in a grade reduction. Students should be sure that they understand the [UF Netiquette Guide for Online Courses](#).

GETTING HELP

If you encounter a technical issue, please contact [UF Computing Help Desk](#).

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.

UF POLICIES:

ACADEMIC HONESTY

Violation of 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/>.

HONOR CODE

You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. We take originality in writing and creative work very seriously and expect you to fully understand what is considered plagiarism. For helpful information on original work, see:

- [Copyright on Campus: Attribution & Plagiarism.](#)
- [How Not to Plagiarize.](#)
- [Recognizing and Avoiding Plagiarism.](#)

We are always available to proactively 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/). (<http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>).

ACCOMMODATIONS

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

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/>.

Please note (adapted from <https://doi.org/10.1371/journal.pone.0216241>): Student evaluations of teaching play an important role in the review of faculty. Your opinions influence the review of instructors that takes place every year. Student evaluations of teaching are often influenced by students' unconscious and unintentional biases about the race and gender of the instructor. Women and instructors of color are systematically rated lower in their teaching evaluations than white men, even when there are no actual differences in the instruction or in what students have learned. As you fill out the course evaluation please keep this in mind and make an effort to resist stereotypes about professors. Focus on your opinions about the content of the course (the assignments, the textbook, the in-class material) and not unrelated matters (the instructor's appearance).

PRIVACY AND ACCESSIBILITY POLICIES

For information about the privacy policies of the tools used in this course, see the links below:

Instructure (Canvas)

- [Privacy Policy](#)
- [Accessibility](#)

Zoom

- [Privacy Policy](#)
- [Accessibility](#)

YouTube (Google)

- [Privacy Policy](#)
- [Accessibility](#)

Microsoft

- [Privacy Policy](#)
- [Accessibility](#)

Adobe

- [Privacy Policy](#)
- [Accessibility](#)

Honor lock

- [Privacy Policy](#)
- [Accessibility](#)

RESOURCES:

TECHNICAL ISSUES

If you encounter a technical issue, please contact the UF Computing Help Desk: <http://helpdesk.ufl.edu>.

Any request for a make-up 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.

HEALTH AND WELLNESS

U Matter, We Care: If you or a friend is in distress, please contact 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>), 392-1575; contact University Police at (352) 392-1111 or 911 for emergencies.

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

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

ACADEMIC RESOURCES

E-learning Technical Support: (352) 392-4357 (select option 2) or e-mail to Learning-support@ufl.edu; <https://lss.at.ufl.edu/help.shtml>.

Academic and Career Services: <https://www.ufl.edu/academics/academic-career-services/>
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 with brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>

[UF Online/Internet Privacy Statement](http://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/): UF's statement about privacy and data security. <http://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/>

Wishing you the best as you progress through this course!
Rezvan Eftekhary