

LEI 4880 Research Methods FALL 2025

INSTRUCTOR

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COURSE DESCRIPTION AND DELIVERY

DESCRIPTION: This course provides a foundation for conducting research in the business context. It covers key steps in the research process, including defining a research problem, reviewing relevant literature to assess the current state of knowledge, selecting an appropriate research design, developing a research plan, addressing ethical considerations, collecting and analyzing data, and presenting findings. While the course primarily focuses on quantitative research designs, qualitative approaches are also introduced.

TEXTBOOK: Doing Research in the Business World (any edition) by David Gray. ISBN: 9781526489081 (hardcover). ISBN: 9781529700527 (e-book). All other texts are optional.

CLASS MEETS: On Tuesdays from 3:00 to 4:55 p.m. in CSE E119, sessions are not streamed via Zoom. On Thursdays from 4:05 to 4:55 p.m., mostly via Zoom, sessions are not recorded.

COMMUNICATIONS: Strictly via Canvas Inbox! Using direct email creates challenges for course management and record-keeping. Please use Canvas mail for all communication related to course content, grades, special circumstances, or accommodations. **Avoid relying on oral communication for important matters.** You can expect a response within 24 hours, excluding weekends and holidays.

ACCOMMODATIONS: Students with disabilities requesting accommodation should first register with the UF Disability Resource Center at (352) 392-8565 by providing appropriate documentation. Once registered, the student will receive an accommodation letter, and a copy will be sent to the instructor. **The student MUST contact the instructor personally or via Canvas inbox to activate the accommodation.**

OFFICE HOURS: Tuesday, 9 AM – noon and 1-2 PM, FLG 186C. A Zoom meeting can be arranged upon request.

PERMANENT ZOOM LINK FOR THE COURSE:

<https://ufl.zoom.us/j/94124458509>

Meeting ID: 941 2445 8509

LEARNING OBJECTIVES

- Apply the scientific method to address questions of practical and theoretical significance.
- Demonstrate understanding of the research process, including formulating research questions, stating hypotheses, selecting methods, developing measurement tools, collecting data, performing basic analyses, and interpreting results.
- Apply ethical guidelines when conducting research involving human subjects.
- Understand and evaluate various research designs—such as surveys, experiments, observations, interviews, and focus groups—as demonstrated through assignments, exams, and the term project.
- Design and conduct a small-scale research project in tourism, hospitality, leisure, park management, sport management, or related fields. The project will include a clear problem statement, literature and data review, appropriate methodology, hypotheses or expected outcomes, and data collection and analysis.
- Present research findings effectively in both oral and written formats.

CLASSROOM POLICIES

ATTENDANCE: This course follows university guidelines regarding class attendance and make-up work, including exams and assignments. Regular attendance is expected and will be recorded. Only the instructor may approve an absence. Unexcused absences will lower your Attendance & Participation (A&P) score. **For Zoom sessions, attendance credit requires that students remain present for the full Zoom session (as verified by Zoom reports) with their video on and face visible to the instructor.**

Students are allowed one unexcused absence on a Tuesday and one on a Thursday without penalty. Beyond that, each additional unexcused absence will deduct 10% (Tuesday) or 5% (Thursday) from the Attendance & Participation (A&P) score, which is calculated out of 100%. If a student's A&P score falls below 60%, it will be entered in the final course grade calculation as a zero.

More info: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

If you miss a class, please check the Canvas course site for materials and updates. Note that individual delivery or re-teaching of missed content is not available.

Phones and Laptops:

Phones should be turned off during class. Please arrive on time and let the instructor know in advance if you need to leave early.

Laptops may be used to support learning (e.g., quick fact-checks, note-taking). Using class time to check social media, however, is a matter of professionalism and maturity—please use your devices responsibly.

Food and Drink:

Drinks with closed lids are welcome. Light snacks may be eaten between class periods. If you need to eat during class for medical or dietary reasons, please do so quietly and avoid foods with strong smells or loud packaging.

ASSIGNMENTS

HOMEWORK: This course includes seven homework assignments, delivered in an online, quiz-style format. There is no time limit, and you are allowed two attempts per assignment. The most recent score will be recorded. The lowest of the seven homework scores will be dropped from the final grade calculation. You may use any resources or tools, including AI, to complete the assignments.

QUIZZES: Four short quizzes will be administered in class in paper-and-pencil format. No aid is allowed. All quizzes will be proctored. The lowest of the four scores will not be included in the calculation of the final course grade.

EXAMS: Two exams will be conducted in class in paper-and-pencil format using Scantron sheets. No aid is permitted, and exams will be proctored by the course TA.

TERM PROJECT: Students will be assigned into groups of 4-5 people to research a topic of their choice. Each group will prepare a 20-minute recorded presentation at the end of the semester. The Term Project grade reflects (1) the quality of the final product submitted by the group and (2) individual effort. Details are published in the Term Project assignment area on Canvas. AI tools are allowed to work on the Term Project.

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

- Homework assignments – 10%
- Quizzes – 10%
- Exams – 40%
- Term Project – 30%
- Attendance and Participation – 10%

Total: 100%

A score below 60% is considered a failing grade. If you identify a grading error, you must notify the instructor **within one week** of the grade being posted. Requests made after this one-week period will not be reviewed.

Students who receive a failing score (below 60%) on the Term Project will be assigned a grade of Incomplete for the course. To change this grade, they must complete an individual research project approved by the instructor, in accordance with the university's grading timeline.

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

A 93% - 100% (4.0)	B- 80% - 82.99% (2.67)	D+ 67% - 69.99% (1.33)
A- 90% - 92.99% (3.67)	C+ 77% - 79.99% (2.33)	D 63% - 66.99% (1.0)
B+ 87% - 89.99% (3.33)	C 73% - 76.99% (2.0)	D- 60% - 62.99% (0.67)
B 83% - 86.99% (3.0)	C- 70% - 72.99% (1.67)	E 0 - 59.99% (0)

ACADEMIC HONESTY: Violating 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/>.

SUBMISSION POLICY

MISSED SUBMISSIONS: This course follows university policies regarding make-up exams, assignments, and other coursework. Please pay close attention to submission logistics. All homework assignments have two deadlines: a “due” date and an “available until” date. The latter serves as a grace period for students who may face technical issues or other last-minute challenges.

To support timely learning and course progression for the entire class, answer keys are released after the “available until” date. As a result, late homework submissions are not accepted. However, the lowest homework score is dropped, so missing one deadline will not affect your overall grade. The only exception is the **Term Project**, which may be submitted late **with a 10% grade reduction**.

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 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 a make-up assignment (<https://care.dso.ufl.edu/instructor-notifications/>). 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.

COURSE CALENDAR: As we proceed through the semester, there may be changes to the course calendar. Such adjustments—clearly communicated in advance—are not unusual and should be expected. Changes may be made to enhance learning or in response to unforeseen circumstances such as weather events or hurricanes.

Week	Date	Tuesday @ 3:00-4:55 PM in CSE E119 Thursday @ 4:05-4:55 PM mostly on Zoom	Due on Mon @11:59 PM
W1	21-Aug	Intro to the course. Syllabus. In FLG 230	
W2	26-Aug	Theoretical foundations of research, Ch 2	
	28-Aug	Ethics in research, Ch 4	
W3	2-Sep	Research planning, Ch 3, 5	HW 1
	4-Sep	Practicum. Introducing the Term Project	due Sep 8
W4	9-Sep	Quantitative research, Ch 6, Quiz 1	HW 2
	11-Sep	Practicum	due Sep 15
W5	16-Sep	Sampling strategies, Ch 9	HW 3
	18-Sep	Practicum	due Sep 22
W6	23-Sep	Designing surveys, Ch 10. Quiz 2	
	25-Sep	Practicum	
W7	30-Sep	Measurement of constructs, scales, Ch 14	HW 4
	2-Oct	Practicum	due Oct 6
W8	7-Oct	Questionnaires and interviews, Ch 14, 15	
	9-Oct	Exam 1 in FLG 230	
W9	14-Oct	Qualitative research, Ch 7	HW 5
	16-Oct	Observation methods and focus groups, Ch 16, 17, 18	due Oct 20
W10	21-Oct	Descriptive statistics, Ch 23. Quiz 3	HW 6
	23-Oct	Practicum	due Oct 27
W11	28-Oct	Inferential statistics. Hypothesis testing, Ch 23	
	30-Oct	Practicum	
W12	4-Nov	Correlation and regression, Ch 23. Quiz 4	HW 7
	6-Nov	Guest lecture by Dr. A. Kirilenko: AI methods in research	due Nov 17
W13	11-Nov	Veterans Day, no class	
	13-Nov	Presentation of research results	
W14	18-Nov	Groups work on Term Project. Instructor consults in FLG 186C	
	20-Nov	Review for Exam 2. Attendance optional	
W15	24-Nov	Thanksgiving week, no class	
	27-Nov		
W16	2-Dec	Exam 2 in CSE E119 - Early Date	
	9-Dec	Exam 2 in CSE E119 - Official Date Dec 9 (Tue)	
W17	10-Dec	Term Project is due	

I wish you success in this course! Dr. S.