HLP 6535

Research Methods in Sport Business

COURSE SYLLABUS

SPRING 2021
Sections: 13942 & 31705

INSTRUCTOR:

Michael Sagas, EdD
Professor and Chair
Department of Sport Management
352-294-1640
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Office hours: By Appointment via Zoom

REQUIRED COURSE READINGS:

All required readings are posted on the Canvas website.

RECOMMENDED COURSE TEXTBOOK:

Schindler, P. (13th ed.) (2019). Business Research Methods. McGraw Hill.

COURSE DESCRIPTION:

This course introduces students to research methodology and application of sport business and social science research. Areas covered include the study of the research process, research designs, proposal writing, sampling procedures, measurement, survey research, data exploration, 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 projects and submit their final assignments as an oral report (using Voice Thread) at the end of the semester.

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.

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	100	
APA Citations Assignment	25	
Qualtrics Questionnaire	30	
Discussion Boards X 3	45	15 points each X 3 Boards
Research Proposal Prospectus	25	
Quiz 1	75	
Quiz 2	75	
Research Proposal Oral Presentation	100	
Research Proposal Written Attachments	25	

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

Graduate Final Exam Requirement

During this course, the successful completion of the Review of Literature assignment will fulfill a requirement of the Graduate Final Exam, which is a requirement to be completed prior to the completion of the M.S in Sport Management degree at the University of Florida. To successfully complete the Review of Literature, the student must earn a minimum of 80% on the assignment. A failure to meet the minimum of 80% will require the student to rewrite and resubmit the paper to the instructor by the stated deadline, which will be before the end of the semester. However, the rewrite grade will not count towards the course but will count towards the successful completion of that Graduate Final Exam portion. A failure to successfully rewrite and resubmit the Review of Literature paper will result in earning an "Incomplete" (I) grade for the course until the requirement has been met. (Please note: An "Incomplete" (I) grade becomes punitive to your overall GPA approximately one semester following the assigned "Incomplete" grade.) It is the student's responsibility to arrange with the instructor and agree in writing the timeline for successfully completing the Review of Literature in fulfillment of the Graduate Final Exam portion. If the student successfully earns a minimum of 80% on the first submission of the paper, then no further action is necessary

University Policy on Accommodating Students with Disabilities:

Students with disabilities requesting accommodations should first register with the Disability Resource (DSR) Center (352-392-8565; 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. You must submit this documentation to your instructor prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the DSR office as soon as possible in the term for which they are seeking accommodations

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:

https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

Academic Integrity:

All students must adhere to university regulations regarding academic integrity. Any form of academic dishonesty (including but not limited to any form of cheating, plagiarism, misrepresentation, etc.) will not be tolerated. Any student guilty of academic dishonesty will receive a failing grade (E) for the course, and the matter will be forwarded to the UF Office Student Affairs and the Dean of Students.

Grade Appeal Policy:

Should you want to contest a grade, you will have up to three (3) days after a grade has been posted to contact me and discuss your issue; after which the grade is final. Grades are based on a point scale and will not be rounded.

Getting Help:

The University of Florida recognizes that pursuit of an online degree requires just as much student support as pursuit of a traditional on-campus degree and, therefore, each online program is responsible for providing the same student support services to both students who are in residence on the main campus and those who are seeking an online

degree through distance learning. The following links provide support services for students:

Online Computing Help Desk- e-Learning Support Services

The UF Computing Help Desk is available to assist students with technical issues. If you have any issues accessing the online course material you must contact the UF Computing Help Desk immediately for assistance and obtain a case number. I will not accept late assignments, or change any course dates, due to technology difficulties if you do not have a case number prior to the due date for the assignment.

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

helpdesk@ufl.edu

(352) 392-4357

https://elearning.ufl.edu/student-help-faqs/

Other resources are available at: https://distance.ufl.edu/getting-help/

Online Library Help Desk

The help desk is available to assist students with access to all of the UF Libraries resources.

Disabilities Resource Center

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. If you have a physical, learning, sensory or psychological disability, please visit our Disabilities Resource Center.

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 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.

Disclaimer: This syllabus represents the objectives and tentative plans for the course. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, will be communicated clearly, are not unusual, and should be expected.

Tentative Course Outline					
	Week:	**Lecture or Video**	**Required Readings**	**Recommended Readings** **Schindler (2019) BRM**	**Due**
Module 1	**1:** 1/11 – 1-15	**Introduction to Course** **Introduction to Business Research**		Chapter 1 Chapter 2	Discussion Board #1 ***DUE 1/19***
	2: 1/19 – 1/22	**Addressing Problems in Organizations with Scientific Thinking Part I and Part II**			
	3: 1/25 – 1/29	**Research Process** **The Review of Literature** **APA 7th Basics Videos** **Library Search Basics Demos**	Review of Lit. Management Hierarchy Handout Library Databases Handout	Chapter 3	Receive Discussion Board #2 "Hierarchy" Assignment on **1/25**
	4: 2/1 – 2/5	**Research Proposals** **Ethics in Research and the IRB process**	Appendix A Pages 218 - 221		
Week 5: 2/8 – 2/12	***Take Quiz 1*** ***Available 2/8 at 5AM and DUE prior to 2/12 at 11PM***				Post "Hierarchy" and Participate in Discussion Board #2 ***Due 2/10 and 2/12***

Module 2	**6:** 2/15 – 2/19	**Research Designs Part I and Part II** **Sampling Designs Part I and Part II**	Sample Size Estimator Handout	Chapter 4 Chapter 5	APA Assignment ***Due 2/19 at 11PM***
	7: 2/22 – 2/26	**Measurement** **Scaling**		Chapter 10 Chapter 11	Research Prospectus ***Due 2/26 at 11PM***
	8: 3/1 – 3/5	**Survey Research**		Chapter 9	
Module 3	**9:** 3/8 – 3/12	**Questionnaire Development and Validation Lecture** **Qualtrics Demonstration Videos**			
	10: 3/15 – 3/19	**Qualitative Research**	Reading Posted on Canvas		
	11: 3/22 – 3/26	**Data Preparation and Exploring Data**		Chapter 13	Review of Literature ***Due 3/26 at 11PM***
	12: 3/29 - 4/2	**Presenting Research**			Qualtrics Questionnaire ***Due 3/29 at 11PM***

Week 13: 4/5 – 4/9	***Take Quiz 2 (which covers Modules 2 and 3)*** ***Available at 5AM on 4/5 and DUE prior to 11PM on 4/9***

Research Proposal Presentations **and** **Discussion Board 3**	**Weeks** **14 -15** 4/12 – 4/26	Proposal Research Presentations DB 3 Research Proposal Written Attachments	Proposal Research Presentations ***Due 4/19 at 11PM*** Discussion Board #3 ***Due between 4/20 and 4/21*** Proposal Attachments Due ***Due 4/26 at 11PM***