

HLP 6515

Evaluation Procedures in Health and Human Performance

(Fall 2021)

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

Course Information	Section: Z1YK, Z2YK, Z3YK	Credits: 3
	Dates: August 23 – December 8	Location: Web Based
Contact Information	Professor: Dr. Yong Jae Ko	Office: FLG 325C
	E-Mail: yongko@ufl.edu	Phone: 352-294-1665
Course Website	Canvas (https://elearning.ufl.edu)	
Course Communication	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 yongko@ufl.edu and include “HLP6515” in the email.	
Required Book & Readings	(1) MindTap (including eText below) – Purchase through Cengage in Canvas is recommended (Cengage Unlimited, 1 Term) ISBN: 9780357110034; eText for Albright, S. C., & Winston, W. L. (2020). <i>Business analytics: Data analysis and decision making (7th ed.)</i> . Boston, MA: Cengage. (2) Reports, data, articles, and videos in Canvas.	
Software	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.

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

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 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.

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:

1. Lectures
2. Readings
3. Quiz
4. Assignments

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 available in MindTap.

Quiz

There are 11 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 15-20 minutes. Please do the following before starting your quiz:

- Watch lecture videos
- Read book chapter, watch “Videos” and do “Applets” under “Exploring Analytics” in MindTap (not graded).

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 carefully read the guidelines, and do the following in MindTap before starting your chapter assignment:

- Watch “Videos,” and do “Applets” and “Activity” under “Exploring Analytics” (not graded).
- Do “Chapter Practice” (not graded).

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.

*** Specific guidelines for each assignment are available on Canvas.**

In summary, the modules will include four key tasks:

1. *Watch* the lecture
2. *Read* the assigned readings/problems/questions
3. *Take* quiz & exam
4. *Conduct* case Analysis by carefully following the guidelines

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
Total	100

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	Reading	Due
Module 1 – Introduction 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 & MindMap – “Start”	8/29
		Business Analytics: Concepts/Applications	Ch 1.	9/5
Module 2 – Descriptive Data Analysis 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.	9/12
		Relationship among Variables	Ch 3.	9/19
Module 3 – Probability/Decision Making 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 (Case analysis 1)	Ch 5.	9/26
		Decision Making under Uncertainty	Ch 6.	10/3
		Exam 1		10/10
Module 4 – Statistical Inference 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.	10/7
		Confidence Interval Estimation	Ch 8.	10/24
		Hypothesis Testing (1)	Ch 9.	10/31
		Hypothesis Testing (2)	Ch 18.	11/7
Module 5 – Regression/Forecasting 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	Ch 10.	11/14
		Regression – Statistical inference	Ch 11.	11/21
	14	Happy Thanksgiving		
Module 6 – Data Mining 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.	15-16	Data Mining	Ch 17.	12/5
		Exam 2		12/8
		(Case analysis 2)		12/8