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

LEI 4880 (Online) – Research Methods in Sport Management
Spring 2020 – Section: 8STF

Late assignments are NOT accepted.

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Office Hours: Mondays 1:55 pm to 4:05 pm and by appointments

Department Chair: Dr. Michael Sagas

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.

Required Course Readings: All readings are posted on the Canvas website.

Course Format: Students are to view all of the course lectures, read all assigned readings, 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. Students should allocate adequate time to complete the project on time. Students will produce a research proposal prospectus for approval prior to beginning their projects.

Quizzes: There will be two short essay/multiple choice/true-false type quizzes. 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 the Canvas course website under the Module and Assignment pages.

Grading Scale:

Assignments	Points	% of Grade
Quiz #1	100	22%
Quiz #2	100	22%
Discussion Board #1	15	3%
Discussion Board #2	15	3%
Citation Assignment	20	4%
Research Proposal Prospectus	25	5%
Review of Literature	50	11%
Qualtrics Questionnaire	30	8%
Final Project	100	22%
Total Points	**455**	**100%**

Grading Policy:

A	92.5-100	4.0	B+	86.5-89.4	3.33	C+	76.5-79.4	2.33	D+	66.5-69.4	1.33	E	59 & below	0.0
A-	89.5-92.4	3.67	B	83.5-86.4	3.0	C	73.5-76.4	2.0	D	63.5-66.4	1.0			
			B-	79.5-83.4	2.67	C-	69.5-73.4	1.67	D-	59.5-63.4	0.67			

Grading Rubric:

A & A- Outstanding: The project far surpasses the assignment requirements, well organized, analytical rather than descriptive, and excellent grammar.

B+, B, & B- Very Good: Project exceeds the minimal requirements of the assignment, organized, descriptive rather than analytical, and good grammar.

C+, C, & C- Average: Project may not meet all criteria of the assignment, organization is below average, paper is far too descriptive, and poor grammar.

D+, D, & D- Below Average: Project barely meets minimum criteria.

E Fail: Project does not meet the minimum criteria.

Course Policies

1. Professional Behavior: Professional behavior is expected from all students. This includes respect and consideration for the instructor and other students. Use respectful language through written and verbal communication and make relevant points about the course content. Avoid us all caps in emails.

2. Excused Absences: Students are considered excused from class for the following reasons: documented illness, serious family emergency, certain curricular requirements, military obligations, severe weather conditions or observance of religious holidays, as noted by the UF: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx. Please obtain missed information from a classmate.

3. Unexcused Absences: Unexcused absences include but are not limited to outside extracurricular activities, work, family or personal vacations, or choosing not to participate.
Requirements for unexcused absences are consistent with University policy:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx. Please obtain missed information from a

classmate.

4. Assignments:
- **Late assignments are not accepted** unless in accordance with the UF's Make-Up Policy.
- Assignments must follow **APA guidelines** (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html) and use appropriate grammar, spelling, punctuation, and sentence structure**;** otherwise, points are deducted.
- Assignments must be **TYPED and double spaced,** using 12-point font, Times New Roman typeface, and 1-inch margins.
- Include your first and last name and date in the upper right corner of the first page of the assignment.
- Center the title immediately after the information in the upper right corner and above the first line of text.
- Include citations, if necessary.
- Technology problems are not acceptable excuses for late assignments.
- Refer to the Course Schedule and/or Canvas for assignment due dates.
- Please proofread all assignments.
- Plagiarism is not tolerated in this course.

5. Grades: Final grades are based on the accumulation of points earned throughout the semester. Total points are converted to letter grades, using the grading scale located at the beginning of the syllabus. The grading scale is strictly enforced and unchangeable. The professor will NOT change grades at the end of the semester because the student is unhappy with their academic performance.

6. DRC Accommodations: It is important to me that I accommodate students with disabilities. If you are aware of your disability or might be concerned you have a disability, register with the Disability Resource Center (DRC) (352-392-8565, https://www.dso.ufl.edu/drc) in the Dean of Students Office. Please meet with me to discuss your accommodations, during the first two weeks of the semester to ensure I fully understand your needs. It is my goal to provide you with the tools necessary to ensure you are successful in the classroom.

7. Honor Code: University of Florida students are required to abide by the Honor Code pledge: "*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*" You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida. The following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment*." It is assumed all students will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams, etc.). As part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code: (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/).You are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor. **Violations of the Honor Code at the University of Florida will not be tolerated.** Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, refer to http://www.dso.ufl.edu/SCCR/ honorcodes/honorcode.php."
Any violation of the Academic Honor Code will result in a zero (0) for the assignment, and the student

will be reported to the Dean of Students Office. There are no exceptions to this policy.

8. Course Evaluations: Students can 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/.

9. Student Privacy: There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:
http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

10. Campus Resources:
- **U Matter, We Care:** The U Matter, We Care initiative is committed to creating a culture of care by encouraging members of the UF community to look out for one another and to reach out for help. 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. If you or a friend needs help, please call 352-1575 or send an email to umatter@ufl.edu. Please remember that asking for help is a sign of strength. In case of emergency, call 911.
- **Counseling and Wellness Center:** http://www.counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- **Sexual Assault Recovery Services (SARS):** Student Health Care Center, 392-1161.
- **University Police Department**: 392-1111 (or 9-1-1 for emergencies), or http://www.police.ufl.edu/.

11. 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.
- **Career Resource Center**: Reitz Union, 392-1601. Career assistance and counseling. https://www.crc.ufl.edu/.
- **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. https://teachingcenter.ufl.edu/.
- **Writing Studio:** 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. https://writing.ufl.edu/writing-studio/.
- **Student Complaints Campus**: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.
- **On-Line Students Complaints**: http://www.distance.ufl.edu/student-complaint-process.

12. Changing Name Display in Canvas
- It is important to the learning environment that you feel welcome and safe in this class; and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed in class, if your name and pronouns are not reflected by your UF-rostered name. I welcome you to the class and look forward to a rewarding learning adventure together.
- You may also change your "Display Name" in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the

bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

Tentative Course Outline

Module	Week	Topic	Readings	Due
1	1 and 2: 1/6 – 1/17	Introduction to the Course and Research Research in Business Setting and Addressing Problems in Organizations	Chapter 1 Chapter 2 Chapter 3	**Discussion Board #1** *Due 1/8: First Post by 11:00 pm* *Due 1/10: Second Post by 11:00 pm*
1	3: 1/20	Research Process and the Literature Review	ROL Handout and Library Basics	
1	4: 1/27	Research Proposals, Ethics in Research, and the IRB Process	Chapter 4 Chapter 5	**Discussion Board #2** *Due 1/29: First Post by 11:00 pm* *Due 1/31: Second Post by 11:00 pm*
Quiz #1	5: 2/3	**Quiz #1** Available 2/3 at 5:00am to 2/7 at 11:00 pm		**Quiz #1** *Available 2/3 at 5:00 am to 2/7 at 11:00 pm*
Module				
2	6: 2/10	Research Designs	Chapter 6	**Citation Assignment** *Due 2/12 at 11:00 pm*
2	7: 2/17	Sampling Designs	Chapter 7	
2	8: 2:24	Measurement and Scaling	Chapter 8 Chapter 9	**Research Prospectus** *Due 2/28 at 11:00 pm*
	9: 3/2	**SPRING BREAK**	**SPRING BREAK**	**SPRING BREAK**
2	10: 3/9	Exploring Secondary Data and Survey Methods	Chapter 10 Chapter 11	
Module				
3	11: 3/16	Questionnaire Development and Validation Exercises and Web Based questionnaires and Qualtrics Demonstration	Chapter 12	**Review of Literature** *Due 3/20 at 11:00 pm*
3	12: 3/23	Qualitative Research	Ch. on Canvas	
3	13: 3/30	Data Preparation and Exploring Data	Chapter 15 Chapter 16	**Qualtrics Questionnaire** *Due: 4/3 at 11:00 pm*
3	14: 4/6	Presenting Research	Chapter 20	
Quiz #2	15: 4/13	Quiz #2 Available 4/13 at 5:00 am to 4/17 at 11:00 pm		**Quiz #2** *Available 4/13 at 5:00 am to 4/17 at 11:00 pm*
	16: 4/20	Final Written Project		**Final Written Project** *Due: 4/22*