

LEI 4880 Research Methods FALL 2023

INSTRUCTOR

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COURSE DESCRIPTION AND DELIVERY

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 largely concentrates on quantitative research designs, although qualitative approaches are also covered.

TEXTBOOK: Doing Research in the Business World (any edition) by David Gray. All other texts are optional.

DELIVERY: Combines face-to-face and Zoom sessions. Face-to-face sessions are not transmitted via Zoom, and the instructor does not provide recordings of Zoom sessions, either. Power Points of the lectures, homework assignments, and other course materials are posted.

CLASS MEETS: Tue 3:00-4:55 pm in LIT 0121 **face-to-face** and Thu 4:05-4:55 pm on **Zoom**.

INSTRUCTOR: Dr. Svetlana Stepchenkova. FLG 186C. Phone: 352 294-1652. Personal email: svetlana.step@ufl.edu. Use personal email for emergencies only.

COMMUNICATIONS: 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. Do not rely on oral communication in matters of importance. Expect a response within 24 hours, not including weekends and holidays.

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, 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. Follow this procedure as early as possible in the semester.

OFFICE HOURS: Tue @ 10am-noon, FLG 186C, in person. Thu @ 3-4 pm by appointment on Zoom.

PERMANENT ZOOM LINK FOR THE COURSE, both class sessions and office hours:

<https://ufl.zoom.us/j/95745722760>

Meeting ID: 957 4572 2760

LEARNING OBJECTIVES

Upon successful completion of the 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 oral and written skills in presenting the results of the research project.

CLASSROOM POLICIES

ATTENDANCE: Attendance is expected of students enrolled in this course and will be taken. Only the instructor can excuse a student from missing class. Non-approved absences affect your Attendance & Participation (A&P) score. Students can miss **one class on Tuesday** and **one class on Thursday** w/o a point deduction. Skipping Term Project Group meetings will reduce the Term Project individual score. Eight unexcused absences will result in zero A&P points for the course.

If you missed a class, check the course weekly folder on the Canvas course website. Check with your fellow students about special information and announcements. Do not expect an individual delivery of the material because you missed the class.

PARTICIPATION: Class participation is expected, encouraged, and is part of your final grade via A&P score. During class discussions, conduct yourself in a professional manner and avoid profanity and ridicule. This is a collaborative classroom, where respect is the rule.

PHONE and LAPTOP: Turn off cellular phones during class. Be on time for class. If you need to leave earlier, let the instructor know before the class starts.

You may use your laptops in class to facilitate learning of the material (e.g., for quick information searches, note-taking, and similar). Refrain from checking your social networks during class: this is a matter of maturity and professionalism.

FOOD: Cups with closed lids are allowed in the classroom. A quick snack can be done between class periods. If eating during class time is necessary for medical/dietary reasons, do it discreetly (no smelly, crunchy foods or loud unwrapping noises, please).

ASSIGNMENTS

HOMEWORK: The purpose of the HW assignments is to help students prepare for Exams 1 and 2. HWs are set up as quiz-type assignments taken online. There is no time limit, and you may make as many attempts as you want before the submission time. The **latest** score is kept by the grading system. The lowest score is dropped: save this opportunity for a real emergency.

EXAMS: Exams are online quizzes, but you will need to be in the classroom to take them. The exams will be proctored. Bring your laptop and do not forget to fully charge it.

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

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

- Homework – 30%
- Exams – 30%
- Term Project – 25%
- Attendance and Participation – 15%

Total: 100%

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

A 93% - 100%	B- 80% - 82.99%	D+ 67% - 69.99%
A- 90% - 92.99%	C+ 77% - 79.99%	D 63% - 66.99%
B+ 87% - 89.99%	C 73% - 76.99%	D- 60% - 62.99%
B 83% - 86.99%	C- 70% - 72.99%	E 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.** To change the grade, they must conduct their own research project approved by the instructor following the university grading timeline.

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/>.

SUBMISSION POLICY

MISSED SUBMISSIONS: Follow logistics closely with respect to the submission of your work. Notice that all HW 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 HW assignments 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 Homework assignment group is dropped; therefore, your overall grade is not affected by missing one deadline. Late submission is allowed **only for the Term Project, with a 15% 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, family emergency, or death, 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/>). 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.

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.

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:** <https://umatter.ufl.edu/helping-students/sexual-violence-response/>. 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>
- **Career Resource Center:** (352) 392-1601; Reitz Union; Career assistance and counseling
- **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. <https://writing.ufl.edu/writing-studio/>
- **UF online/internet privacy statement:** UF's statement about privacy and data security. <https://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/>

COURSE CALENDAR: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

Module	Dates	Tuesday LIT 0121 3:00-4:55 PM	Thursday LIT 0121 4:05 - 4:55 PM	Assignments due on Mondays @11:59 PM
	24-Aug		Syllabus Quiz on Canvas	
M1	29-Aug 31-Aug	Syllabus. Theoretical perspectives of research, Ch 2	Practicum	Syllabus quiz due Sep 4
M2	5-Sep 7-Sep	Research planning, Ch 3, 5	TP Groups Meet on Zoom 1	HW1 due Sep 11
M3	12-Sep 14-Sep	Quantitative research, Ch 6	Practicum	HW2 due Sep 18
M4	19-Sep 21-Sep	Sampling strategies, Ch 9	Practicum	HW3 due Sep 25
M5	26-Sep 28-Sep	Designing surveys, Ch10	TP Groups Meet on Zoom 2	
M6	3-Oct 5-Oct	Descriptive and inferential statistics Ch 23	Practicum	HW4 due Oct 9
M7	10-Oct 12-Oct	Questionnaires and interviews, Ch 14, 15	Review for Exam 1, optional attendance	
	17-Oct 19-Oct	EXAM 1	TP Field Day, groups meet on their own	TP Mid-point due Oct 23
M8	24-Oct 26-Oct	AI in data analytics - Guest lecture on Zoom	Practicum	
M9	31-Oct 2-Nov	Correlation and Regression, Ch 23	TP Groups Meet on Zoom 3	HW5 due Nov 6
M10	7-Nov 9-Nov	Qualitative research, Ch 7	Practicum	
M11	14-Nov 16-Nov	Observation methods and focus groups, Ch 16, 17, 18	Term Project Field Day, groups meet on their own	HW6 due Nov 20
M12	21-Nov 23-Nov	Presenting results, Ch 26. Students study independently. Instructor consults on TP via Zoom by appointment	No class: Thanksgiving	
M13	28-Nov 30-Nov	Research ethics	Review for Exam 2, optional attendance	
	5-Dec	EXAM 2	No class: Reading Day	
Finals Week	12-Dec 14-Dec	Recorded TP presentations are due Dec 11 @11:59 PM	Alternative EXAM 2 date: Dec 12 @ 10-11:30 am. Tell the Instructor in advance if you opt for this date.	